Paramount Star Series

Vol. 4

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PRESS BOOK

and

EXHIBITORS' AIDS

Adolph Zukor Presents

Ann Pennington

in

"The Antics of Ann"

By FREDERIC CHAPIN

Directed by EDWARD DILLON

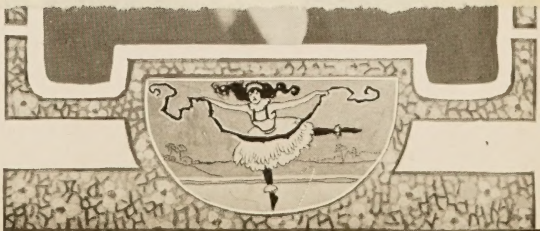
CAST

ANN WHARTON	ANN PENNINGTON
TOM RANDALL	HARRY HAM
OLIVE WHARTON	ORMI HAWLEY
GORDON TRENT	CRAUFORD KENT
MR. WHARTON	W. T. CARLETON
MRS. BREDWELL	CHARLOTTE GRANVILLE

Director . . . Edward Dillon

A Paramount Picture

MUSIC CUES
Obtainable at your exchange



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This time Ann is worried. She decides to go home before her father can get the letter. She slips away that night, but falls asleep in a rowboat she uses to reach the station. When she wakes up late the following morning she finds herself bumping into a [illegible] and starts to walk toward the

THE STORY

Ann Wharton, a harum scarum pupil at the Bredwell Seminary, begins the day badly. She is late for breakfast and when she is called to account, further disgraces herself by snapping a spoonful of cereal in Mrs. Bredwell's face. True, the cereal was intended for a gloating schoolmate, but the explanation is not accepted by Mrs. Bredwell.

Ordered to her room, Ann discovers her friend and admirer, Tom Randall, a pupil at the neighboring boys' school, starting off to play football. Ann hails him and jumps down from her window to talk to him. When he leaves her she suddenly decides to join the game.

Running to the boys' gymnasium, she goes to the locker room and dons football togs. She then rushes to the field, captures the ball, and starts to run. The boys follow her, one tackles, and all pile on top. There is general consternation when her identity is discovered. In a panic she rushes back to school and starts to climb back into her own room.

But before she can get in, Mrs. Bredwell, looking out of a class room window, is shocked to see what she supposes is a man's leg dangling from Ann's window. In horrified amazement, she rushes upstairs and discovers Ann herself. As punishment, the latter is forced to exhibit herself before her disgusted schoolmates. Meanwhile Tom finds Ann's clothes in the locker room, and ties them up in a bundle, planning to return them to Ann at the dance to be given by the Bredwell girls that very evening. Poor Tom goes to the dance, but before he can deliver the bundle to Ann, a jealous schoolmate discovers it and takes it to Mrs. Bredwell who is thoroughly scandalized and decides it is time Ann is sent home. She says it is the last straw and that she intends writing to Mr. Wharton to take his daughter home.

but a more dignified Ann, married to Tom and keeping house in the snug little bungalow.

ONE THING IS CERTAIN—"A PIG IN A POKE" CANNOT BE SOLD. TO TRY WERE A JOKE

The public wants to know all about the pictures it is going to see

This time Ann is worried. She decides to go home before her father can get the letter. She slips away that night, but falls asleep in a rowboat she uses to reach the station. When she wakes up late the following morning she finds herself bumping into a railroad bridge. She gets out and starts to walk toward the station.

On the way she meets Tom who is also returning. They are naturally delighted and Tom offers to see Ann home. Tom has been invited by a friend to make the trip on a construction train, so he takes Ann along. It is night when they reach home and they are much concerned to find Ann's people all away, but Tom goes in with her to get something to eat.

Meanwhile Mrs. Bredwell has discovered Ann's escape and sends telegraphs Mr. Wharton who is stopping at a summer resort with his oldest daughter, Olive. He suspects that Ann has gone home so rushes back just in time to find Tom and Gloriana trying to satisfy their hunger with cracker. He orders Tom from the house and refuses to listen to any explanations.

The next day Ann is taken away to the summer resort. Here a incurs further displeasure by appearing in a very risque bathing suit, and later disguising herself as a foreign dancer. Tom then appears on the scene, much to Mr. Wharton's displeasure.

In the midst of her escapades Ann discovers that her sister Olive is planning to elope with Trent, a good-for-nothing young man. Ann spoils the elopement for the time being, but brings down her father's wrath upon herself and also causes Tom to mistrust her.

Her father threatens to send her away, and to escape this punishment, Ann runs away again, meets Tom, explains her conduct, is forgiven, and agrees to marry him immediately. They are married and go to Tom's bungalow.

Olive discovers Ann's escape and tells her father. While Mr. Wharton is rushing about and looking for Ann, Olive elopes with Trent. They do not get far, however, for Trent, who is wanted on charge of bigamy, is caught and arrested. Olive returns sadly to the hotel.

Mr. Wharton is at last rewarded in his search. He finds Ann but a more dignified Ann, married to Tom and keeping house in the snug little bungalow.

ONE THING IS CERTAIN—"A PIG IN A POKE"
CANNOT BE SOLD. TO TRY WERE A JOKE

The public wants to know all about the pictures it is going to see

WHY THE "ANTICS OF ANN" WILL FILL YOUR CASH BOX

"ALL THE WORLD LOVES A LOVER," A DANCER AND A BEAUTIFUL WOMAN. Shakespeare left off the last two—but he knew the value of the statement, for one of the three, and sometimes all of them, figured in every story, play or poem he ever wrote.

ANN PENNINGTON IS ONE OF THE FOREMOST DANCERS AND MOST BEAUTIFUL ACTRESSES IN AMERICA. SHE HAS BEEN THE CHIEF ATTRACTION AT THE FAMOUS ZIEGFELD FOLLIES FOR SEVERAL SEASONS.

THE WORLD NEVER GETS TIRED OF SHAKESPEARE—because he knew Human Nature. He gave them things to laugh at—and held up a mirror where they saw their own experiences reflected in the stories of others.

IT IS JUST THIS THAT THE "MOVIES" DO FOR YOUR OWN PEOPLE. In every picture that you throw upon your screen, dozens of men and women in your audience see a solution or a help or a laugh at some problem or other of their own. The variety of the movies is as wide as that of Immortal Shakespeare.

PARAMOUNT PICTURES HAVE A WORLD-WIDE SCOPE. There is not a country in the world, not a phase of life or literature that has not been touched upon by Paramount Pictures. "THE ANTICS OF ANN" will bring a laugh to them all—those people of yours. It will cheer them up and give them lots to talk about too.

THE THING IS TO BRING THEM IN—and that is what our SERVICE DEPARTMENT proposes to help you to do. In this press book you'll find about three hundred and seventy-seven (count 'em) helps for that. There are attractive cuts and mats, clever and interesting bits of news and gossip of the star, the studios and the picture world for your newspaper friend, and suggestions for your lobby that are just what you've been looking for—inexpensive, attractive and effective.

LOOK OVER THESE ACCESSORIES

Paper
- Two one-sheets
- Two three-sheets
- Two six-sheets

Photos
- Ten 8 x 10 black and white
- Eight 11 x 14 colored gelatin
- Two 22 x 28 colored gelatin
- 8 x 10 photos of star

Cuts and Mats on Production
- Five one-column
- Three two-column
- Two three-column

Stock Cuts and Mats of Star
- Five one-column
- Three two-column
- Two three-column

Rotogravure

Series of Advertising Layouts; Mats

Press Book, with sales talk, card and letter announcements, suggestions for lobby and other displays.

Slides

Music Cues

ANN PENNINGTON BRINGS 'EM IN! We know because we've tried it—and we've helped other Exhibitors to bring 'em in in even larger crowds.

WHY NOT LET US HELP YOU, TOO? Tell our Service Department any of your troubles—and they'll make you forget 'em!

THE STAR'S A WONDER AND HERE'S THE CAST.

LOOK IT OVER!

CAST

Ann Wharton....Ann Pennington
Tom Randall.....Harry Ham
Olive Wharton.....Ormi Hawley
Gordon Trent.....Crauford Kent
Mr. Wharton.....W. T. Carleton
Mrs. Bredwell..Charlotte Granville

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15. Advance Publicity
16. Advance Publicity
17. Advance Publicity
18. Cast and Synopsis
19. Synopsis Continued

WHY THE "ANTICS OF ANN" WILL FILL YOUR CASH BOX

"ALL THE WORLD LOVES A LOVER," A DANCER AND A BEAUTIFUL WOMAN. Shakespeare left off the last two—but he knew the value of the statement, for one of the three, and sometimes all of them, figured in every story, play or poem he ever wrote.

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LOOK IT OVER!

CAST

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Tom Randall	Harry Rose
Olive Wharton	Oren Hawley
Gordon Trent	Crawford Kent
Mr. Wharton	W. T. Carleton
Mrs. Bredwell	Charlotte Granville

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19. Synopsis Continued

SUGGESTIONS FOR "THE ANTICS OF ANN"

Advance Post Card No. 1

Unexpected Extras

When Director Dillon was putting on a scene for the new Ann Pennington picture, "THE ANTICS OF ANN," he was short two girls, and immediately called for extras to fill the vacant spots.

Fannie Brice, of the Ziegfeld Follies, and Helen Barnes, another well-known actress, both friends of Miss Pennington, happened to be watching from the side lines. Both volunteered their services for the scene in question, and that is why this particular picture has an unusual attraction.

It will be seen at the ..... Theatre next week.

Post Card No. 2

A Female Fairbanks

It seems rather impossible that any one diminutive specimen of humanity such as Ann Pennington should run the gamut of everything a harum-scarum schoolgirl can do. She plays football, swims, impersonates a famous dancer (this comes easy for Ann), rides on a freight train, and does a number of other stunts, and finally elopes.

All of these will be shown in detail at the ..... Theatre next week, in her new picture, entitled "THE ANTICS OF ANN."

SUGGESTED LETTER

Dear Madam:

"All the world loves a lover," a dancer and a beautiful woman. Shakespeare left off the last two, but he knew the value of the statement of one of the three, and sometimes all of them figured in nearly every story, play or poem he ever wrote.

The world never gets tired of Shakespeare, because he knew human nature. He gave us things to laugh at and holds up the mirror where we can see our own experiences reflected in the stories of others. He gives us comedy, tragedy, humor and pathos sometimes mixed in the same story.

Ann Pennington, though only about five feet tall, is also very human, and in addition to being one of the best-known dancers in America, has been the chief attraction in the famous Ziegfeld Follies for several seasons. She has, like so many other well-known stars, turned to the film as a mode of permanent expression, and in her latest production, "THE ANTICS OF ANN," she gives us that ever present vivacity for which she is noted. She does all sorts of stunts which one would rather expect to see from a school boy than from a school girl, and even goes so far as to play football—with a regular boys' team.

You have, no doubt, seen her in her previous pictures — "Susie Snowflake," "The Rainbow Princess," and "The Little Soldier Girl"—and if you have, you will not want to miss this newest production in which she appears. It is claimed by Miss Pennington to be the best thing she has done yet, and will be shown at this theatre commencing .....

Cordially yours,

ADVERTISING SUGGESTIONS FROM THE SERVICE DEPARTMENT

Lobby Display: It would make an unusual and unique lobby display for you to have a row or two of kid's school desks in your lobby with a life-size cutout of Ann Pennington, if you can get one, at one of the desks. Failing to secure the cutout, why not have a little sign on a card reading:

"This is Ann Pennington's Desk."

See her in "The Antics of Ann" at the ..... Theatre on .....

Window Display: Your school furniture stores, or department stores selling school furniture, ought to be glad to make special lobby displays of school furniture, if possible placing life-sized dolls at the little children's school desks. In the hands of one of these dolls could be a dummy book, on one page of which could be the announcement of the picture and the date and place of showing.

Car Cards: It might be that some local Seminary would permit you to use a photograph of the school, and the wording on the card might carry a catch line saying:

"This is Miss .....'s Seminary, as you well know. It is not the Broadwell Seminary featured in "The Antics of Ann." It is possible that Miss ..... would not hear of such antics as Ann Pennington performs in her photoplay, which you will surely want to see at the ..... Theatre on .....

Outing Store Advertising: This photoplay lends itself particularly to boys' gymnasium material as well as girls'. Ann Pennington puts on boy's football togs, rushes to the field, captures the ball and starts to run. The boys follow her, one tackles her—all pile on top—and then her identity is discovered, and with the school in an uproar she bolts for her own room.

The opportunity for the display of gymnasium goods on a story like this is almost unlimited. A little miniature football field with a girl doll dressed in boys football togs would unquestionably create a great deal of interest. On the football field you might have a miniature sign reading:

"This way to the ..... Theatre, on ....., for "The Antics of Ann."

Street Display: A float with a number of kids' school desks on it, and some pretty girls at the desks, would certainly make a hit. Mount these on a platform on top of a automobile—drive through your main streets several times with this advertisement and you will be sure to attract a great deal of attention. Felt banners such as our colleges and seminaries use, especially printed with the name of your theatre on them, attached to the desks or held in the school girls' hands, would add to the display.

Newspaper Advertising: If you have an opportunity to photograph any of the window, street or lobby displays, reproducing same in your local newspapers in connection with your advertising, you will find that this will carry a great deal of concurrent interest in the advertisement itself, because people having seen your advertisement in the windows will naturally be attracted to it in the display columns of the newspaper.

For Any Additional Advertising Suggestions Kindly Write the Service Department!

ANN PENNINGTON - HERSELF

By Herself

Editor's Note: (The rage for "vers libre" which is sweeping the country seems to have reached even the fastnesses of the Ziegfeld Follies, Broadway, N. Y., for here we have diminutive Ann Pennington herself, high priestess of the "Follies" breaking into vers libre with all the abandon with which she broke into the Hula Hula.)

Writing about one's self isn't
As much fun as acting other folks' selves,
But they've asked for an Autobiography -
Whatever that is - so
Here goes!
I was born in Camden, N. J., and I've never grown
Very much.
In fact they still call me 'shorty' or 'little one'
And other noms de guerre.
(You see I've been "Somewhere
In France" too!)
And after a while I'd danced so much
That I danced into a 'regular' show - "The Red Widow" I mean,
And we travelled all over the country
And then some.
It was fun - but sometimes it wasn't -
Such is life - and sometimes it isn't -
You didn't know I was poet and philosopher too, did you?
Well, my P. A.
Which is pet name for Press Agent, -
Bless him -
Says I'm versatile and I'm proving it.....
And after a while I tried motion pictures and loved it.
First of all was sweet "Susie Snowflake,"
A musical comedy sans any music.
Then came "The Rainbow Princess" of circus life.
I did parachute stunts and other little things, like that.
Next "The Little Soldier Girl"
Kept me busy wigwagging all day.
There were Boy Scouts to teach me - straight little lads
Who stared at the camera and thought they were Stars
But I liked 'em.
My newest picture's called "Antics of Ann" -
Which is a story of interest, thrills and adventure.
Written by Frederic Chapin.
And Edward Dillon, director.
Next made it a photoplay just for me -
Fancy that!
It's all full of diving and dancing and deeds
Of prowess
That Douglas Fairbanks might have performed
But didn't -
For I did.

Stock Star Cuts and Mats—ANN PENNINGTON

Issued in Sets of Ten Consisting of:

Top row—Two three-column cuts and mats
Centre row—Three two-column cuts and mats
Bottom row—Five one-column cuts and mats

Reduced As Shown Above

Always Obtainable At Your Exchange

Ad Cuts and Mats with a Purpose—To Fill Your House

1. SINGLE COLUMN HALF-TONE.—This little cut will show wonderful results if well printed; but be sure that your printer's ink and paper are adapted to half-tone printing before you use it.
2. SINGLE COLUMN LINE CUT.—Here is a cut you can't go wrong on if you are after positive results at moderate cost. Of course, it isn't as true to life as a half-tone, but it is a good eye-catcher and you won't have any trouble printing it.
3. DOUBLE COLUMN LINE CUT.—A line cut composed of solid blacks and whites will always print well. This double column line cut will draw the crowds as well as it prints.
4. DOUBLE COLUMN HALF-TONE.—In these days of shoddy inks and paper, hesitate before you use a half-tone. If your paper is well printed, however, this realistic cut will work wonders.
5. TRIPLE COLUMN LINE CUT.—Nobody can read your local paper in which this ad appears and miss your advertisement.
6. TRIPLE COLUMN HALF-TONE.—If your printer is willing to go to a little extra trouble for you, or if his paper is always well printed, use this cut. It is so realistic and dominating it can't be missed.

ADOLPH ZUKOR presents

Ann Pennington

in

"The Antics of Ann"

By FREDERIC CHAPIN
Directed by Edward Dillon

Turbulent Ann Pennington never was more fittingly cast than in this rollicking story of girlish romance, tomboy pranks and riotous mirth, laid in that hot-bed of convention, a girl's seminary.

Other Attractions, Prices, Musical Program, etc.

YOUR THEATRE

1

ADOLPH ZUKOR *Presents*

ANN PENNINGTON

in "The Antics of Ann"

By—
FREDERIC CHAPIN
Directed By
EDWARD DILLON

A Paramount Picture

See Tom-Boy Ann

in this turbulent, rollicking story of seminary life. It's good for a laugh every minute. You'll chuckle for many a day at the "Antics of Ann."

Other Attractions Musical Program, etc.

Back up your colored slide advertising by mentioning next week's feature in this space

Name of Your Theatre *"The Home of Paramount Pictures"*

3

Advertising Success, like genius, is 1% inspiration and 99% perspiration

Harum-Scarum Ann Pennington will keep you chuckling for many a day at her antics in that hot-bed of convention, a girl's seminary. Too good to miss.

Other Attractions

Musical Features

Prices, etc.

Mention Next Week's feature in all ads to catch the eye of those who fail to see your colored slides

Your Theatre

2

ADOLPH ZUKOR presents

Ann Pennington

in

"The Antics of Ann"

By FREDERIC CHAPIN

Directed by Edward Dillon

Ann Scores a Touchdown

in more ways than one in this rollicking story of seminary capers. She'll go straight through to the goal-posts of your heart. It's a "bear of a story" that you can't afford to miss.

Other Attractions — Musical Program
Prices — Address — Next Feature, etc.

Name of Your Theatre

"The Home of Paramount Pictures"

4

Persistent advertising, consistent appeal—that is all there is to it

ADOLPH ZUKOR *Presents*

ANN PENNINGTON

IN

"The Antics of Ann"

By FREDERIC CHAPIN
Directed By EDWARD DILLON

A Paramount Picture

"Was That a Man's Leg?" Mrs. Broadwell saw going through Ann's window? It wore football trousers and shin-guards—but still?
See turbulent Ann Pennington in this rollicking story of seminary life! It's a wonder.

OTHER ATTRACTIONS, PRICES or MUSICAL PROGRAM
can be inserted in this space

Be sure to mention Next Week's feature in your advertising; it will reinforce your colored slides.

NAME OF YOUR THEATRE *"The Home of Paramount Pictures"*

5

You don't live without Advertising, you merely exist

Adolph Zukor
Presents

Ann Pennington *in*
"The Antics of Ann"

By Frederic Chapin *Directed by* Edward Dillon

"WHAT ANN TOLD TOM"

"All's well that ends well," says Ann. So it appears from her "Antics," but she surely has her trials and tribulations in this rollicking story of seminary capers before the happy ending. Don't miss turbulent Ann Pennington at her best.

Other Attractions | Musical Program | Prices | Next Feature, Etc.

NAME OF YOUR THEATRE | "The Home of Paramount Pictures"

6

We preach advertising, and we practise it, too—$1,000,000

Cover your town with this paper and you will fill every seat at every performance

Always obtainable at your exchange

Slide

Three-sheet

One-sheet

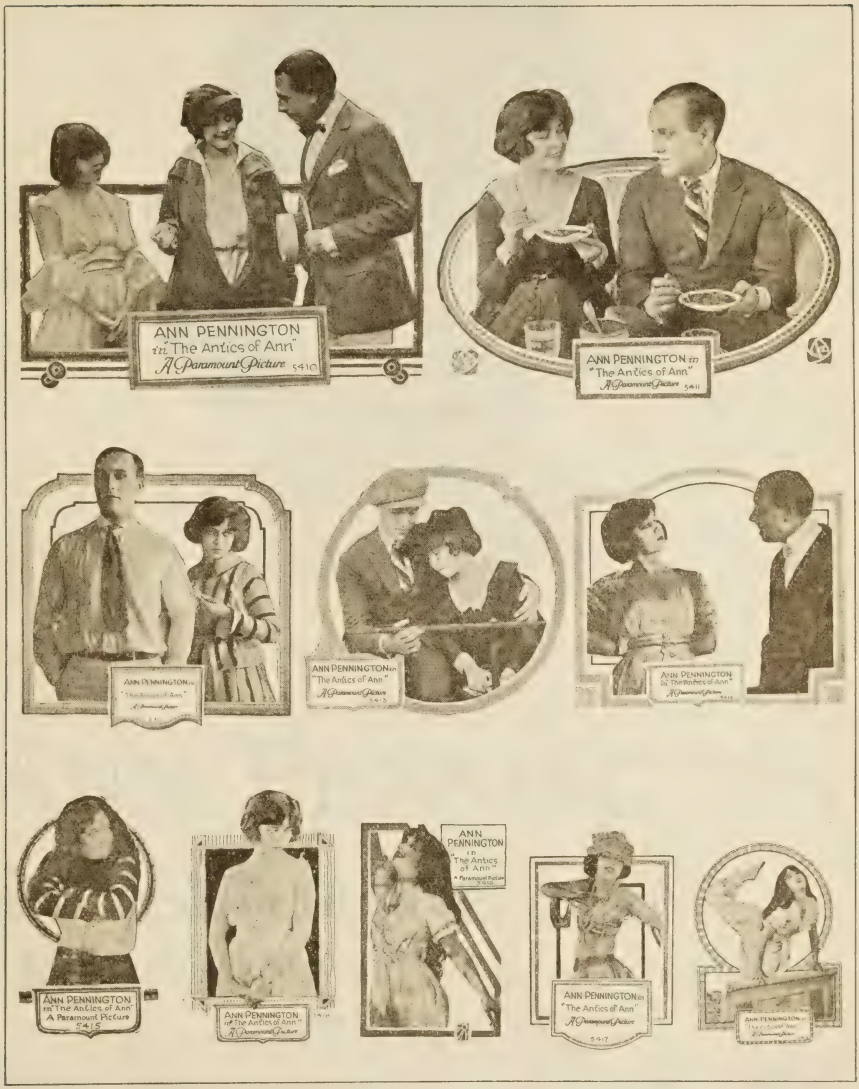
One-sheet

Three-sheet

Six-sheet

Six-sheet

Stock Production Cuts and Mats—"Antics of Ann"



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Top row—Two three-column cuts and mats
Center row—Three two-column cuts and mats
Bottom row—Five one-column cuts and mats

Always obtainable at your exchange

Adolph Zukor

presents

ANN PENNINGTON

in

"SUNSHINE NAN"

Adapted from "Calvary Alley" *by* Alice Hegan Rice

Scenario by EVE UNSELL
Directed by CHARLES GIBLYN

THE PLAYERS

Nance Molloy.....ANN PENNINGTON
MacPherson Clark.....Richard Barthelmess
Dan Lewis.....John Hines
Mrs. Snawdor.....Helen Tracey
Mr. Snawdor.....Charles Eldridge
Director.....Charles Giblyn

What You Want to Know About "Sunshine Nan"

STAR ..... ANN PENNINGTON, dainty star of "The Antics of Ann," "The Rainbow Princess," and "The Little Boy Scout."

DIRECTOR ..... Charles Giblyn.

AUTHOR ..... Alice Hegan Rice, author of "Mrs Wiggs of the Cabbage Patch," "Lovey Mary," "Mr. Opp" and others, as well as "Calvary Alley," her latest, from which "Sunshine Nan" was adapted.

SCENARIO ..... Eve Unsell.

PHOTOGRAPHY ..... Good throughout—Lightings, especially the slum interiors, very well done.

CAST ..... Richard Barthelmess, well known lead for Marguerite Clark in the "Bab" pictures and others; John Hines, Helen Tracey and Charles Eldridge.

REMARKS ..... Alice Hegan Rice, author of "Mrs. Wiggs of the Cabbage Patch" and others as popular; Ann Pennington, the clever danseuse of the Ziegfeld Follies, and "Miss 1917"; the capable direction and scenario by Charles Giblyn and Eve Unsell respectively;—all this and more have made "Sunshine Nan" one of the most attractive releases of the month. It will please everybody. Be sure to use Alice Hegan Rice, the author of "Mrs. Wiggs," in ALL your advertising.

ACCESSORIES

(Obtainable from your Exchange)

Paper
- Two one-sheets
- Two-three-sheets
- Two six-sheets

Photos
- Ten 8x10 black and white
- Eight 11x14 colored gelatine
- Two 22x28 colored gelatine
- 8x10 photos of star

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- Five one-column
- Three two-column
- Two three-column

Stock Cuts and Mats of Star
- Five one-column
- Three two-column
- Two three-column

Series of Advertising Layouts:
- Mats

Press Book with sales talk, card and letter announcements, suggestions for lobby and other displays

Slides

Music Cues

MUSIC CUES IN "PROGRESS-ADVANCE"

OR FROM YOUR EXCHANGE

THE PLAYERS

Nance Molloy ..... ANN PENNINGTON

MacPherson Clark ..... Richard Barthelmess

Dan Lewis ..... John Hines

Mrs. Snawdor ..... Helen Tracy

Mr. Snawdor ..... Charles Eldridge

Director ..... Charles Giblyn

Order Your Accessories now from the Illustrations on pages 1, 2, 4 and back cover as well as the list to the left.

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Back Cover, Exchange List and latest releases

Ad-Cuts and Mats that Really Advertise

There is a place for a half-tone, and there is a place for a line cut. The place for a half-tone is the news columns of the papers. The place for a line cut is in the advertising columns, where its sharp lines will attract attention. The quicker you get your Paramount line cuts into the advertising columns, the quicker will you attract attention and get the line outside.

EXHIBITOR'S
THEATRE

Adolph Zukor presents
ANN PENNINGTON
in "Sunshine Nan"
Adapted from "Calvary Alley" by ALICE HEGAN RICE

Scenario by EVE UNSELL
Directed by CHARLES GIBLYN

A Paramount Picture

You'll like this picture. It's the best that Miss Pennington has ever done and we are mighty proud to show it. A delightful little drama with a vein of comedy as fine as fine-spun gold.

See 2 column line cut for suggestions that will make this feature more profitable to you.

Musical Program

EXHIBITOR'S
THEATRE

Adolph Zukor presents
ANN PENNINGTON
in "Sunshine Nan"
Adapted from "Calvary Alley" by ALICE HEGAN RICE

Scenario by EVE UNSELL
Directed by CHARLES GIBLYN

A little laugh, a little sob—you know the kind of a story. The kind that pleases everybody. Surely one that you can't afford to miss.

A Paramount Picture

Paramount-Mack Sennett Company

Show Paramount-Burton Holmes Travel Picture No. T 1074, "The Sunny South of England." It will give atmosphere to the feature and enhance its value to you.

Paramount-Bray Pictograph

Musical Program

EXHIBITOR'S THEATRE

"Foremost stars, superbly directed in clean motion pictuses."

Adolph Zukor *presents*

ANN PENNINGTON

in "Sunshine Nan"

Scenario by
EVE UNSELL

Adapted from "Calvary Alley" by
ALICE HEGAN RICE

Directed by
CHARLES GIBLYN

A Paramount Picture

Paramount Pictures

Everybody will like this picture. A wonderful story of the "ups and downs" of a sweet-faced little girl who's bound to win your heart. You simply can't afford to miss this picture.

Paramount-Burton Holmes Travel Picture.
"The Sunny South of England," (T1074.)

Paramount-Mack Sennett Comedy

Musical Programme

It's a long road that has no bill-board.

SUGGESTED MAIL CAMPAIGN FOR "SUNSHINE NAN"

FROM EXHIBITORS' SERVICE DEPARTMENT

485 Fifth Avenue, New York

ADVANCE POST CARD NO. 1

(To be sent 9 days before showing)

Dear Madam:

Ann Pennington, the dainty star, will appear in a new Paramount Picture entitled "Sunshine Nan" at the..... Theatre on..... This is one of the most attractive releases of the month and we are sure it will delight everybody. Please remember the date.

Manager.

ADVANCE POST CARD NO. 2

(To be sent 6 days before showing)

Dear Madam:

The new Ann Pennington picture which will be shown at the ..... Theatre, entitled "Sunshine Nan," was adapted from the story "Calvary Alley" by Alice Hegan Rice, author of "Mrs. Wiggs of the Cabbage Patch" and "Lovey Mary." The cast is especially good, including Richard Barthelmess, who played the leads with Marguerite Clark in "The Seven Swans."

The date of the showing is ..... We shall look forward to seeing you.

Manager.

SUGGESTED LETTER

(To be sent 3 days before showing)

Dear Madam:

Diminutive Ann Pennington, the well-known Danseuse of the "Ziegfeld Follies" and "Miss 1917," will be introduced in her latest Paramount Photoplay, "Sunshine Nan," at the ..... Theatre on .....as an urchin, just as ready to plunge into a rough-and-tumble fist fight as she is to take tender care of her neighbor's baby.

The story tells of an ambitious little slum girl who rises to become the wife of a successful inventor. There are tremendous obstacles in the way of the transformation however, such as being accused of a crime she never committed, and fighting her way up afterwards as an office girl and stenographer; but she turns all this to good account and lends a helping hand to many of her old friends of the "alley."

This is a thrilling story from beginning to end and it abounds in queer types of humanity which are portrayed by clever artists.

Please do not fail to come early to the showing of this picture, as we anticipate a full house.

Manager.

FOLLOW UP POST CARD

(To be sent on date of showing)

Dear Madam:

Today Ann Pennington appears at the..... Theatre in "Sunshine Nan" and does her special Fairy Queen Dance, which makes her happiness complete, and we trust yours as well. Don't miss it please.

Manager.

ADVERTISING SUGGESTIONS FOR "SUNSHINE NAN"

FROM EXHIBITORS' SERVICE DEPARTMENT

LOBBY DISPLAY "SUNSHINE NAN" is a high class picture of a little slum girl who rises in the world against overwhelming odds. You could have a photograph of Ann Pennington as an urchin in one corner of the lobby, with a cut out representing the sun shedding its rays over her, and on the other side of the lobby have an attractive picture of Miss Pennington as a fancy dancer, dressed as a fairy queen.

WINDOW DISPLAY Your local Book Store will probably be willing to advertise and display Alice Hegan Rice's books with ideas of their own, such as "Mrs. Wiggs of the Cabbage Patch," "Lovey Mary," Mr. Opp," and "Calvary Alley," from which latter book "SUNSHINE NAN" was adapted for the screen. A card in this window could read:

> "If you have not read "Calvary Alley," from which "Sunshine Nan" was filmed, the Paramount Photoplay in which Ann Pennington will be seen at the ..... Theatre on ....., don't miss seeing the picture. It will delight you. *Then buy the book!"*

CAR CARDS Take a photograph of your Lobby Display and link up with the theatre by a card reading as follows:

> "Come to the ..... Theatre on ..... and see Ann Pennington in "Sunshine Nan."
>
> "How far that little candle throws its beams—
> So shines a good deed in a naughty world."
> —*Shakespeare.*

NEWSPAPER ADVERTISING You could have a reproduction of your Window Display, giving credit to the merchant who got it up, and have reading matter as follows:

> "An urchin becomes the wife of a famous inventor, and her first duty is to see that the Alley is scrubbed to a state of shining cleanliness."
>
> "Sunshine Nan" was sent to a reformatory for a crime she never committed, but it was the means of her becoming a first class stenographer and a model wife."

"SUNSHINE NAN" GETS STUCK IN THE CEMENT

> On one occasion when Nan with the rest of the Alley Gang was hot on the trail of some choir boys, she thrust her small foot through a fence only to find it imprinted on some fresh concrete on the other side. Come to the ..... Theatre on ..... and see what a dainty impression "SUNSHINE NAN'S foot left.

THROWAWAYS Take the advertising from your local newspaper and have it reproduced on slip sheets of gay colored paper, and have these distributed by boys dressed as slum children, carrying banners as follows:

> "WE ARE THE PALS OF 'SUNSHINE NAN'—COME TO THE .... THEATRE ON .... AND SEE HOW SHE UPLIFTED US!"

For Further Advertising Suggestions Be Sure to Call Upon

THE EXHIBITORS' SERVICE DEPARTMENT

485 Fifth Avenue, New York

ADVANCE PUBLICITY

Newspaper shorts to be sent out three, two and one day, respectively, in advance of the first showing of "SUNSHINE NAN."

At the.....Theatre on.....dainty Ann Pennington, the well known danseuse of the Ziegfeld Follies, "Miss 1917" and others, will appear in her latest Paramount photoplay, "Sunshine Nan." This is an adaptation of Alice Hegan Rice's "Calvary Alley." As will be remembered, Alice Hegan Rice is the author of "Mrs. Wiggs of the Cabbage Patch," "Lovey Mary," "Mr. Opp" and others. The cast of "Sunshine Nan" is especially good, including young Richard Barthelmess, recently leading man for Marguerite Clark in the "Bab" pictures, "The Seven Swans" and others; John Hines, Helen Tracey and Charles Eldridge.

FAMOUS DANSEUSE TO APPEAR AT THE .... IN "SUNSHINE NAN"

Diminutive Ann Pennington, the well known dancer of the Ziegfeld Follies, "Miss 1917" and other attractions, is to be the star at the ..... Theatre beginning on .....
She will appear in her newest Paramount photoplay, "Sunshine Nan," which is an adaptation of Alice Hegan Rice's "Calvary Alley." Director Charles Giblyn has followed the original script closely from a scenario by Eve Unsell, and an excellent cast includes Richard Barthelmess, also widely known as a dancer; Helen Tracey and others. The story is one of the slums, and Miss Pennington, the dainty ,is introduced as a typical "alley rat." Her ragged champion becomes a famous inventor and MacPherson Clark, son of the rich factory owner, has his life saved by Miss Pennington later in the story.

A story of an ambitious little slum girl who rises to become the wife of a successful inventor is cleverly portrayed by Ann Pennington in her latest Paramount picture, "Sunshine Nan," at the .....Theatre. Of course there were tremendous obstacles in the way of this transformation, such as an enforced stay in a girls' reformatory for a 'crime' she had never committed, and the fighting of her way up afterwards as an office girl and stenographer. How she turned all this to good account and lent a helping hand to many of her old friends from the "alley" has been skillfully depicted by Miss Pennington. Director Charles Giblyn produced the picture from a scenario by Eve Unsell. Alice Hegan Rice, the original author, will be remembered as having written "Mrs. Wiggs of the Cabbage Patch," "Lovey Mary," "Mr. Opp" and others.

CURRENT PUBLICITY

Newspaper stories to be sent out the first day of the showing of "SUNSHINE NAN."

Today at the ..... Theatre, Ann Pennington makes her reappearance on the screen in her newest Paramount photoplay, "Sun shine Nan," having temporarily deserted it to dance in "Miss 1917," "The Ziegfeld Follies" and others. Miss Pennington's preceding picture was "The Antics of Ann," a whimsical boarding school story. In "Sunshine Nan" she takes a contrasting part--that of a little slum girl who rises in the world against overwhelming odds. The supporting cast is very good, including Richard Barthelmess, Helen Tracey, John Hines and others. Charles Giblyn is the director, while the clever scenario was prepared by Eve Unsell from Alice Hegan Rice's story "Calvary Alley."

"SUNSHINE NAN" AT THE.....SHOWS QUEER "TYPES"

Ann Pennington's latest Paramount picture at the "Sunshine Nan," abounds in queer types of humanity which are portrayed by a clever cast, including Richard Barthelmess, Helen Tracey, John Hines, Charles Eldridge and others. There is, first of all, Sunshine Nan herself, skilfully depicted by Miss Pennington, next comes her loyal defender Dan Lewis, who grows up to be her admirer and later her husband; there is Mrs. Snawdor, portrayed by funny Mrs. Lewis McCord; her husband, a disreputable derelict of a man, which part is taken by Charles Giblyn and others as amusing. Alice Hegan Rice, the author, will be remembered for her "Mrs. Wiggs of the Cabbage Patch," "Lovey Mary," "Mr. Opp," and others. Charles Giblyn is the director while Eve Unsell has been responsible for a good scenario, following closely Alice Hegan Rice's story, "Calvary Alley."

As Nance Molloy in her newest Paramount picture, "Sunshine Alley," Ann Pennington is introduced as a typical "alley rat," just as ready to plunge into a rough-and-tumble fist fight as she is to take tender care of her neighbor's baby. Her champion, Dan Lewis, is played by John Hines, while the role of MacPherson Clark, the son of the rich man who turns out to be the villain, is interpreted by Richard Barthelmess. Mr. and Mrs. Snawdor, two denizens of the alley who are prominent in the story, are played by Charles Eldridge and Helen Tracey. The story is an adaptation of Alice Hegan Rice's well known "Calvary Alley."

REVIEW

To be sent to newspapers the day following the first showing of "SUNSHINE NAN."

Having known the Ann Pennington who, in gorgeous raiment and many jewels, flits across the stages of New York nightly, it is somewhat difficult at first to accustom one's self to a dirty, ragged, extremely practical young person who mothers a whole alley full of the flotsam and jetsam of humanity.

Nevertheless, dainty Miss Pennington, the famous danseuse, manages to accomplish the feat in a highly satisfactory manner at the ....., where she is appearing in "Sunshine Nan," a Paramount version of Alice Hegan Rice's book, "Calvary Alley." As quaint as "Lovey Mary," as wise as "Mrs. Wiggs" herself, Miss Pennington endeared herself to her audience within the first fifteen feet of film where she is seen "mothering" a wee gamin of there.

The story will be familiar to most readers of fiction who know and love Alice Hegan Rice's humanly clever books. Nance Molloy, living back of the great Cathedral in "Calvary Alley," does her best to scrub up the few rooms occupied by herself, her stepfather and her slovenly mother.

The long-standing feud between the "Alley Rats," of which Nan is the acknowledged leader, and the boys of the choir of the Cathedral, occupies all Nan's leisure moments, and in many a battle royal the "Rats" come out victorious, due to Nan's sagacious leadership. Nan has one loyal henchman in little Dan Lewis, who stands by to the bitter end--which, unfortunately, comes all too soon when Nan is unjustly, and in spite of Dan's pleas, sent to a reformatory.

This however, proves to be "the makin' of Nan" as her father puts it, for there, during her four years' stay, she learns stenography, and when she comes out is a self reliant young person quite able to support herself. Dan, in the meantime, has become a chemist in the great shoe factory owned by the Clarks. Nance and Dan have had many a glorious fistic encounter with the young son of the house, MacPherson Clark, who now holds a "position" in his father's factry.

To make a long story short, Nance and Dan are married and live happily ever after,--after a series of adventures concerning Dan's invention, worth many hundreds of thousads of dollars, which young Clark tries to steal. Richard Barthelmess as MacPherson Clark has skillfully depicted a difficult role; John Hines, Helen Tracey and Charles Eldridge contributed a large measure of success, while the work of the star herself was up to her usual standard.

For Exhibitor's information or house organ—cast and synopsis of "SUNSHINE NAN."

THE STORY

Calvary Alley, back of the great Cathedral, with its dirt and misery and frequent police raids, is the only world that Nance Molloy knows. In it she lives with her slovenly family, struggling to lift them from the squalor of their lives. In the whole alley Nan knows only one real friend, and this is Dan Lewis, an orphan. In the constant fights between the Alley "rats," as the children of the slums are called, and the young choir boys of the Cathedral, it is Dan who saves Nan from many a serious beating.

One of the choir boys, MacPherson Clark, whose father owns the big Clark shoe factory, is the leading spirit. Nan particularly detests "Mac" Clark and in later years is destined--but that is getting ahead of the story.

The week before Christmas, Dan Lewis plans to give a party and invites Nan to do a special dance as the fairy queen. Her happiness is then complete, especially as she has earned in a sweat shop enough money to buy a pair of dainty satin slippers for the occasion. On the way to the festivities, however, Nan and Dan, who try to interfere in a domestic quarrel of some of their drunken neighbors, are arrested and committed to reformatory schools.

Four years pass and Nan has learned stenography at the school. She emerges a trim, businesslike young lady and takes a position at the Clark Shoe Factory. Dan works in the chemical department of the same concern. The two young people renew the friendship of their childhood and before long become engaged.

In the meantime, Clark's young son, MacPherson, has returned from college, very blase and quite a man of the world. He spends

money recklessly and one night, on being refused more from his father, he returns to the office, goes to the safe, and is about to escape with some of his father's money when he overhears Dan at work and spies on him. Dan gives an exclamation of triumph for he has completed a discovery that will make his fortune. Mac's knowledge of chemicals, gained at college, makes him realize the importance of this and he determines to steal the process and palm it off as his own.

This he does, and his father suddenly becomes very proud of his Boy. Nan, one day, overhears the two talking of the process and feels sure that it is the one on which Dan has been working. A quarrel with Dan prevents her speaking of the matter and she is still at the office that night when MacPherson Clark steals in to get the invention.

Nance creeps after him unobserved, and suddenly snatching the paper on which he is copying her lover's invention, indignantly accuses him of theft. MacPherson rushes after the girl to get back the paper at all costs, and in the scene that follows he steps on a huge machine and is suddenly whirled up into the air. Nance runs to the small controlling crank and holds on to it with all her might, a look of agony on her face as the effort wrenches her arm horribly.

With the aid of Dan and some of the other men who happen to enter at that moment, MacPherson is rescued in the nick of time, and is taken to the hospital, unconscious. In the meantime, Dan frees Nan's arm and it hangs, limp, broken, at her side. With a pitiful attempt to smile Nan faints in Dan's arms.

In the hospital MacPherson Clark, Nan's old enemy of the alley, confesses his guilt and his heart-broken father pleads with Nan and Dan not to publicly disgrace the family by a statement to the papers. They grant his request and Nance, with her arm in a sling, is led away by Dan.

The invention makes Dan a rich man and finally he and Nance are married. Nance's ambitions to improve conditions in Calvary Alley are now realized and she has it scrubbed up to a state of shining cleanliness. The fence between the Alley and the Cathedral is taken away and the only trace of the old days that remains is a queer little imprint of a bare foot,--Nan's, made on one occasion when, with the rest of the "Alley Gang" she was hot on the trail of some of the choir boys and had thrust her small foot through a fence only to find it imprinted in some fresh concrete on the other side.

Ann Penningtonin "Sunshine Nan."

ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-column Cuts and Mats
Centre Row—Three Two-column Cuts and Mats
Bottom Row—Five One-column Cuts and Mats

Reduced as Shown Above. **Always Obtainable at Your Exchange.**

Cover your town with this paper and you will fill every seat on every performance

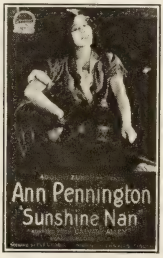
---

Always obtainable at your Exchange

SLIDE

Three Sheet

One Sheet



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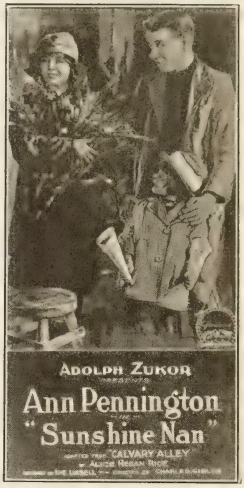

Three Sheet

Six Sheet

CURRENT PARAMOUNT AND ARTCRAFT PICTURES IN THE ORDER OF THEIR RELEASE

PAULINE FREDERICK....."Mrs. Danes' Defense"
GEORGE BEBAN....."Jules of the Strong Heart"
JACK PICKFORD and LOUISE HUFF "The Spirit of '17"
WALLACE REID..... "Rimrock Jones"
BLACKTON'S....."The World for Sale"
JULIAN ELTINGE....."The Widow's Might"
CHARLES RAY....."The Hired Man"
PAULINE FREDERICK....."Madame Jealousy"
VIVIAN MARTIN....."A Petticoat Pilot"
ENID BENNETT....."The Keys of the Righteous"
SESSUE HAYAKAWA....."Hidden Pearls"
GEORGE BEBAN....."One More American"
ANN PENNINGTON....."Wild Youth"
MARGUERITE CLARK....."Prunella"
BILLIE BURKE....."Eve's Daughter"

ELSIE FERGUSON "Rose of the World"

WILLIAM S. HART "Wolves of the Rail"

MARY PICKFORD "Stella Maris"

CECIL B. DeMILLE "The Whispering Chorus"

ELSIE FERGUSON "The Song of Songs"

WILLIAM S. HART "Blue Blazes Rawden"

MARY PICKFORD "Amarilly of Clothes Line Alley"

SPECIAL FEATURE RELEASES

Maeterlinck's "The Blue Bird" **The Guilty Man**

ONE and TWO REEL PICTURES AT ALL PARAMOUNT and ARTCRAFT EXCHANGES SHOW THEM WITH THE BIG FEATURES

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B6048—War Dogs
Knit Your Bit
Cartoon—Bobby Bumps' "Tank"
B6049—The Destructive Power of the T.N.T.
The New Art of Dress
Cartoon—Goodrich Dirt and the Duke of Watanob
B6050—Evolution of the Dance
Flour from Potatoes
The Panama Canal (Diagram)

PARAMOUNT-MACK SENNETT COMEDIES

An International Sneak
That Night
Taming Target Center
The Kitchen Lady
His Hidden Purpose
Watch Your Neighbor
Sheriff Nell's Tussle

KLEVER KOMEDIES

Faint Heart and Fair Lady
Knutty Knitters
Toothaches and Heartaches
The Installment Plan
O. U. Boat
Meatless Days and Sleepless Nights
He Got His

PARAMOUNT-BURTON HOLMES TRAVELOGUES

T1143—Sydney, the Antipodean Metropolis
T1144—A Trip to the Jenolan Caves of Australia
T1145—Melbourne the Magnificent
T1146—Round About Melbourne
T1147—Adelaide, Capitol of South Australia
T1148—Round About Adelaide
T1149—Hunting Kangaroos from Motor Cars
T1150—Tasmania, the Garden of Australia

PARAMOUNT-ARBUCKLE COMEDIES

The Butcher Boy
A Reckless Romeo
The Rough House
His Wedding Night
Oh Doctor
Fatty in Coney Island
A Country Hero
Out West

PARAMOUNT SERIALS AND SERIES

Who Is Number One? (15 2-reel series)
Episode 10—Wires of Wrath
" 11—The Rail Riders
" 12—The Show Down
" 13—Cornered
" 14—No Surrender
" 15—The Round Up
Children of Democracy—Showing BENJAMIN CHAPIN (10 2-reel episodes)

FAMOUS PLAYERS-LASKY CORPORATION

INTER-OFFICE COMMUNICATION

To

Date_____

Mme. Petrova in "The Law of the Land"

Press Book and Exhibitors' Aids

CAST

MARGARET HARDING	MME. PETROVA
RICHARD HARDING	WYNDHAM STANDING
GEOFFREY MORTON	MAHLON HAMILTON
BROCKLAND (Private Secretary)	J. D. HARAGAN
CHETWOOD (the Butler)	T. VIVIAN
INSPECTOR COCHRANE	RILEY HATCH

Directed by Maurice Tourneur

Jesse L. Lasky presents

Madame Petrova

in

"The Law of the Land"

By George Broadhurst

Directed by Maurice Tourneur

A Paramount Picture

After five years:- Geoffrey Morton has been abroad and returns to the United States to find Margaret Harding and her husband

CAST

MARGARET HARDING	MME. PETROVA
RICHARD HARDING.	WYNDHAM STANDING
GEOFFREY MORTON.	MAHLON HAMILTON
BROCKLAND (Private Secretary)	J. D. HARAGAN
CHETWOOD (the Butler)	T. VIVIAN
INSPECTOR COCHRANE	RILEY HATCH

Directed by Maurice Tourneur

SYNOPSIS

Prologue:- Margaret, a sensitive, delicate girl, daughter of wealthy parents, is betrothed to Geoffrey Morton, a rising young politician. The two are desperately in love and their happiness is very great until a cloud blows up and threatens to overshadow everything.

This is the terrific dissipation of her mother who indulges in gambling of all sorts and has several times threatened her own and her daughter's fortunes in wild, reckless fits of gaming, either at roulette or bridge.

The storm reaches a head when it comes to light that she had been driven to cheating at one of the foreign casinos she visited every year and had not only committed the crime, - but been found out. There is one person who knows her secret and that is an American business man, Richard Harding. He is a grasping, hard-headed man who will stop at nothing to further his own ends, and seeing Margaret, realizes the advantage of marrying the daughter of an old established family. The mother, desperate with the fear of a scandal, becomes a partner to his scheme and does everything in her power until the girl is obliged to surrender to their stronger wills and the loveless marriage takes place.

WHAT YOU WANT TO KNOW ABOUT MME. PETROVA IN "THE LAW OF THE LAND"

THE NAME PETROVA ELECTRIFIES. It's got that magnetic something about it that just simply draws people to a theatre. When you say "Petrova next week," thousands upon thousands just wait with expectant delight and joy for the occasion. She is one of the "upper-ten" stars and as big a money-getter as any exhibitor could wish for.

PUT PEP INTO YOUR ADVERTISING and publicity on this picture and the result will be crowded houses at every performance.

MADAM PETROVA IS THE MOST CELEBRATED Russian actress on the screen. She has one of the largest followings of enthusiastic admirers of any actress on the screen. Her work is different from all others.

SHE HAS PROVEN A SENSATION in the photoplay world through her portrayal of unusual emotional roles, and her work for PARAMOUNT has been even better than anything she ever did before.

GEORGE BROADHURST WROTE THIS PIECE. He is America's greatest dramatist and has a long list of successes to his credit. "The Law of the Land" is conceeded by many critics as his best.

THE CHARACTER MME. PETROVA portrays in this production is unusually strong and gives her wonderful opportunities to display her best talents.

"THE UNDYING FLAME," HER FIRST Paramount Picture, when presented at the Rialto Theatre in New York, created so much comment that Mme. Petrova presented S. L. Rothapfel with a silver loving cup. This picture stood them ten and twenty deep at each show, AND YOU CAN DO THE SAME WITH THIS.

THIS PRODUCTION IS TREATED in a most original manner. There is something entirely new in the exteriors and interiors.

THE PHOTOGRAPHY IS REMARKABLE and of a type that makes people sit up and take notice.

MAURICE TOURNEUR DIRECTED THIS PICTURE. He is one of the foremost directors in the world and his work is always a guarantee of originality, lofty conception and power in the presentation of a story.

WE HAVE EVERYTHING READY FOR YOU to make a success with this picture. LOOK THROUGH THIS BOOK. Take advantage of the suggestions. Everyone will help you CASH IN ON THIS PICTURE.

ACCESSORIES

Paper
- Two one-sheets
- Two three-sheets
- Two six-sheets
- One twenty-four-sheet

Photos
- Ten 8 x 10 black and white
- Eight 11 x 14 colored gelatin
- Two 22 x 24 colored gelatin
- 8 x 10 photos of star

Cuts and Mats on Production
- Five one-column
- Three two-column
- Two three-column

Stock Cuts and Mats of Star
- Five one-column
- Three two-column
- Two three-column

Rotogravure one-sheet

Series of ad layouts; mats

Press Book with many suggestions

Heralds

Slides

Window Cards

Music Cues

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16. Publicity Stories
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20. Synopsis and Cast
21. Publicity Stories

SUGGESTIONS FOR ADVANCE POST-CARDS TO BE SENT OUT TO YOUR PATRONS ON "THE LAW OF THE LAND"

Dear Madam:

I have a communication from Madame Petrova which says that she considers "The Law of the Land," George Broadhurst's successful play, "the strongest, most powerful drama I have ever portrayed on the screen." I feel sure you will want to see this production. This is the reason I have particularly called your attention to it. "The Law of the Land" will come to the ..... Theatre on ..... . Please come early, because Mme. Petrova is a particularly strong drawing card and the attendance will be heavy.

Dear Madam:

When I first wrote you about Mme. Petrova in "The Law of the Land," I had little idea that the interest in this Broadhurst production would be so tremendous. I am getting 'phone calls and personal inquiries about this photoplay in a way that indicates a record attendance. Incidentally, I would like to say that when Mr. Lasky first engaged Mme. Petrova in Europe for the Follies, he recognized her merit, but his fondest anticipations, he says, have been outdone in this, her latest triumph.

Suggestions for a letter to send out to your patrons. If you prefer to have this sent out over the signature of the STAR, on the Star's letterhead—send us the postage to cover the list (at 2c per) and we will try to get the letters out to your mailing list, provided time permits.

Dear Madam:

"The Law of the Land," with Mme. Petrova as the star, is coming to the ..... Theatre next ..... This is a George Broadhurst play which ran successfully on Broadway for months; is considered by Mme. Petrova to be her best and strongest photoplay. This means a great deal to us all, for Mme. Petrova is an exceptional drawing card under any and all circumstances. In a strong photoplay this attractiveness is still more accentuated.

There is a little personal element in Mme. Petrova's association with Paramount that I also thought you would like to know about. She began her stage career in London at the early age of twenty. It was there that Jesse L. Lasky heard of her—the girl with the "green eyes and red hair." She was such an instant success in London—though she has had stage triumphs in almost every country on the Continent, including France, that Mr. Lasky straightway engaged her to come to this country **as a singer.**

"That Mme. Petrova has made good as an actress as well as a singer is most gratifying," said Mr. Lasky in a recent statement. "It is pleasing to have one's judgment, made some years ago, backed up by the opinion of the American public."

I feel sure—aside from Mme. Petrova's world-wide reputation as an emotional actress without a peer, and George Broadhurst's similar reputation as a playright, that you will be pleased to come to the first performance of this production, because the demand for seats has already been enormous, and I might add that if you will come, and then write me what you think of the production, Mme. Petrova will send you, through this theatre, a rotagravure picture of herself, free of any charge whatsoever—with her compliments.

Yours sincerely,

SUGGESTION FOR A FOLLOW-UP POST-CARD

The business has been so enormous on the Petrova production that we have asked our Exchange Manager to let us run this picture for ..... more days. We feel sure that even if you have seen this production you will either want to see it again or will be kind enough to tell your friends about it. Will you do us this courtesy?

SUGGESTIONS FOR LOBBY DISPLAY ON "THE LAW OF THE LAND"

If you can obtain from some one of your local customers a pair of large papier maché hands shackled with handcuffs, and a large sword which can be labelled with the word "Justice," this can be run up in your lobby in such a position that a third hand is wielding the sword and apparently severing the shackles, and underneath a card reading somewhat as follows:

"Justice is the proper interpretation of the law. For further details, see Mme. Petrova in 'The Law of the Land,' coming next week."

This idea might be further worked out by having two figures—one a beautifully gowned woman in evening dress, with handcuffs, behind whose skirts a child is crouching. The other figure should be the typical statue of Justice, blindfolded, but with the scales in one hand and sword in the other and the sword resting upon these shackles as if to sever them.

The same card as given above or some similar wording can be used.

Another suggestion for the house display is to have the ushers and others dressed in police uniform, similar to those of the New York police force—that is, without helmets, but with military caps. This would lend the necessary police atmosphere to the theatre during the showing of this production.

AS A SUGGESTION FOR WINDOW DISPLAY OR STREET DISPLAY, similar subjects can be used and you can undoubtedly obtain the necessary wax figures from your local department store. The window display in the local store should also have a number of pictures of Mme. Petrova prominently displayed.

SUGGESTIONS FOR CAR CARD AND ADVERTISING COPY FOR "THE LAW OF THE LAND"

SHOULD A GIRL MARRY A MAN SHE DOES NOT LOVE? This question and the results of a loveless marriage are answered by Mme. Petrova in "THE LAW OF THE LAND," showing next week at the ..... Theatre.

"THE GIRL WITH THE RED HAIR AND GREEN EYES": It was thus that Mr. Lasky first heard Mme. Petrova described. The "red hair and green eyes," however, do not show on the screen; but she has personality plus, and this, combined with her charm, is to be seen in "THE LAW OF THE LAND" at the ..... Theatre next week.

HUMANITY AND JUSTICE

Many people say that the police are heartless, but Inspector Cochrane in "The Law of the Land," proves this is not true. You will undoubtedly be interested and can see this play at the ..... Theatre next week.

SUGGESTION FOR LOBBY

The lobby can be dressed as a drawing-room or library of a modern high-class home, and your attendants, including the ticket taker and others, should be dressed in blue police uniforms with caps (not helmets) similar to those used by the New York Police Department.

BRILLIANT CAREER OF MME. PETROVA

Warsaw, Poland, is the birthplace of Mme. Petrova, but London and Paris, as well as Brussels, claim a share of the distinction of placing her on their rolls of honor as her early education was divided among these three cities.

She began her stage career in London at the early age of twenty and it was there that Jesse L. Lasky, travelling in Europe in search of new talent for the "Folies Bergeres," heard of her as the remarkable young person with the "green eyes and red hair."

Mr. Lasky attended a performance, was greatly impressed and straightway proceeded to negotiate for her American debut under his management. Mme. Petrova proved to be a sensational success at the "Folies" and later appeared in vaudeville as one of the most popular headliners of the stage.

In serious drama, later, Mme. Petrova scored distinct triumphs in "Panthea," "The Revolt," and others.

The passing of Mme. Petrova under the management of Mr. Lasky in Paramount pictures, is therefore, in the nature of a reunion. "It is very gratifying to me to re-assume managerial responsibility for Mme. Petrova," said Mr. Lasky in commenting upon the fact of her engagement. "Particularly is that true because the singer whom had the pleasure of introducing to the country has since developed into a great actress. It is always pleasant to have one's opinion borne out by the opinion of the world."

Her first Paramount picture, "The Undying Flame," was directed by the well-known Maurice Tourneur who was the director of Mary Pickford's "Poor Little Rich Girl." This production was filmed in Jacksonville, Florida. Many of the settings are especially elaborate, being Egyptian interiors which required expert handling.

The latest Paramount picture in which Mme. Petrova appears is an exceptionally strong adaptation of George Broadhurst's play, "The Law of the Land," which ran for many months on Broadway, New York City. This is coming to the.....Theatre on..... of.....week.

The editor of your leading daily will find this interesting if used in connection with a star cut

Stock Cuts and Mats of Mme. Petrova

Your exchange has these cuts and mats on hand. Use them in your advertising and publicity. Order by number and name.

Two column	**—Top row—left to right**	**—S63—S64—S65**
One column	**—Center — " " "**	**—S67—S69—S70—S66—S68**
Three column	**—Bottom — " " "**	**—S61—S62**

Advertising Cuts and Mats That Advertise!

Six border cuts in two styles and three sizes

1. SINGLE COLUMN HALF-TONE.—This is the best photograph for newspaper reproduction that we could select from a big set—you can't expect it to reproduce like a line cut, but where your paper prints well it is a great little ad.
2. SINGLE COLUMN LINE CUT.—Here is a little cut that can't be lost, no matter what ad. they put over it, under it, or at the side. It doesn't look so much like Mme. Petrova as would a good half-tone reproduction, but it will stop the eye quicker that is roving across the page and it won't print like a blot of ink, as some small half-tones do.
3. DOUBLE COLUMN LINE CUT. Some people like line cut advertising attention attractors best, and for those people we have prepared the cut on this page, and the only thing that beats it is the triple and the picture itself.
4. DOUBLE COLUMN HALF-TONE.—For those advertisers who are lucky enough to have a good paper, well printed, there is nothing like a half-tone illustration, but be sure it's going to print well.
5. TRIPLE COLUMN LINE CUT.—Nobody can read your local paper in which your ad. appears and miss this advertisement.
6. TRIPLE COLUMN HALF-TONE.—If you are buying space more than one day, or have a good paper well printed—a half-tone is a half-tone, and you can't expect a line drawing to look as much like dainty Mme. Petrova—besides, this is a great ad. cut.

Alco Theatre

All Next Week

Mme. Petrova
"The Law of the Land"

A Paramount Picture

GEORGE BROADHURST'S

Famous Play,

Adapted for the Screen.

DON'T MISS THIS GREAT PICTURE

Strand All This Week

A human interest story running the whole gamut of emotions. Adapted from George Broadhurst's famous play that thrilled theatre-goers throughout the land.

At great expense, we have arranged to show this great photoplay for the week of ..... We suggest your early attendance, as the demand for seats will undoubtedly be unprecedented in this town.

OTHER ATTRACTIONS

Next Week's Feature — Admission Price

You can write your own copy if you wish—it is not part of cut

Strand Theater

Mme. Petrova

"The Law of the Land"

A Paramount Picture

At great effort and expense, we have secured the photoplay adaptation of George Broadhurst's famous play which thrilled theatre-goers throughout the land.

As the engagement is only for one week, we suggest you come early, as the demand for seats is sure to be unprecedented in this town.

SHORT REELS

OTHER ATTRACTIONS

NEXT WEEK'S FEATURE

Paramount Pictures

Broadway and Fifth Avenue

Good advertising is making the other fellow think YOUR way.

If you can use this cut or a mat for the *advance* work—you'll have to call out the reserves to keep the crowd in order

George Broadhurst's famous play, which thrilled theatre-goers throughout the land, will shortly be shown in a photoplay adaptation at this theatre.

As the demand for seats is sure to be unusual, we suggest your attendance early in the week. It is impossible to secure a longer engagement, and, while your comfort is our greatest desire, we realize you must see this unusual picture—come early.

NAME of your THEATRE

Get the reader's eye with a "good cut," then stop yelling—you wouldn't try to sell a picture to a patron with a megaphone. Have good manners in your copy—neat and to the point.

If you can use the "Mme. Petrova in The Law of the Jungle" [illegible]
you'll have to call out the [illegible]

Mme. PETROVA in THE LAW OF THE JUNGLE

Large Broadsides, lettered [illegible]
band, will [illegible] be shown in a prominent adjacent [illegible]
As the demand for seats is sure to be unusu[illegible] we
early in the week. It is [illegible] possible to secure a longer engagement and [illegible]
your comfort is our greatest desire, we realize you must see this [illegible]
early.

NAME of your THEATRE

this stop selling—you wouldn't try to sell a picture
banners in your cage near and to the point.

All Next Week

Mme Petrova

in

"The Law of the Land"

A Paramount Picture

George Broadhurst's famous play has been adapted for the screen. Demand for seats will be unusual —so come early.

SHORT REELS

OTHER ATTRACTIONS

Strand Theatre

Address Admission

SLIDE NOT SHOWN

Rialto Theatre

NEXT WEEK DOORS OPEN AT 10 O'CLOCK

Mme. Petrova

"The Law of the Land"

A Paramount Picture

George Broadhurst's famous play which thrilled theatre-goers throughout the land, has been secured in photoplay adaption for a limited engagement at this theatre.
Since the demand for seats is sure to be unprecedented in this city, and it being impossible for us to secure a longer run than all next week, we are solicitous for your comfort and suggest you see this great photoplay early in the week.

An innovation will be established at this theatre by opening the doors at 10 a. m., at the repeated request of patrons. This has been done with great success at the Rialto Theatre, New York. If sufficient support of this action warrants its continuance, you can plan to see all big future attractions at this time.

OTHER ATTRACTIONS

SHORT SUBJECTS AND MUSIC

NEXT WEEK'S FEATURE

Address Admission Price

Quality advertising gives the "quality picture" impression

Cover your town with this paper and you will fill every seat at every performance

Here is a wonderful array of five, six and seven color lithographs in one, three, six and twenty-four sheet sizes that has ever been issued with any picture. **Use them in big numbers.** Nothing will help more in your advance campaign for this picture.

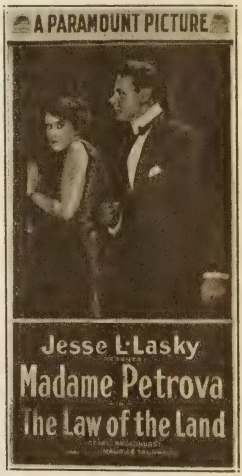
ONE SHEET
NOT SHOWN

Always obtainable at your exchange

ONE SHEET
NOT SHOWN

Six-sheet

Three-sheet



Three-sheet

Twenty-four sheet

Stock Star Cuts and Mats—Actual Size—of Mme. Petrova

Two Three-column
and
Three Two-column
Not Shown

MME. PETROVA
in
"THE LAW OF THE LAND"
A Paramount Picture

Musical Synopsis of "The Law of the Land"

By JAMES C. BRADFORD

Musical Director, Broadway Theatre, New York City

REEL 1

1. 2 At Screening.....6/8 Allegretto—Gondoliera—Moszkowsky
2. 1½ D. Margaret and Geoffrey Meet....2/4 Andante Moderato—* Pleading—Wood (Morceau de Concert)
3. 1¾ T. While at Casino.....3/4 Tempo di Valse—Philopoena—Berger (Viennese Valse)
4. 1¾ T. From Day I Proposed.....2/4 Andante—* Pleading—Wood
5. 2½ D. Mother and Harding Enter Room.....4/4 Andante—Intermezzo—Hadley
6. 1¼ D. Margaret Leaves Room.....2/4 Andante—* Pleading—Wood

REEL 2

7. 2 T. In New York.....4/4 Moderato con espressione—Romance—Mericanto
8. 2½ T. Returning From Abroad, Etc....3/4 Valse Lente—Les Millions D'Arlequin Drigo
9. 1½ D. Margaret and Bennie in Boudoir.....4/4 Moderato—* Mighty Like a Rose —Nevin
10. 1¼ T. Your Friend, Martin, is Coming Tonight.....2/4 Allegro—Hurry No. 2 —Langey
11. 3 D. Martin Enters Room.....2/4 Moderato con Agitazione—Dramatic Agitato No. 38—Minot

REEL 3

12. 1½ T. As We Are Going to Country, Etc.....2/4 Moderato—* Mighty Like a Rose —Nevin
13. 1¾ D. Father Calls Bennie Back.....6/8 Poco piu lento—En Mer-Holmes (From Letter D)
14. 4½ D. Harding Takes Lash.....4/2 Tres Large Agitato—Implorations a Neptune —Massenet
15. 1¼ D. Margaret Leaes Room.....6/8 Andantino—Slumber Boat—Gaynor
16. 2¾ T. Awakening Hours of Morning....3/4 Adagio—Adagio Pathetique—Godard

REEL 4

17. 3½ D. Margaret Hears from Chetwood.....3/4 Lento—Valse Triste—Sibelius
18. 1¾ T. On Behalf.....4/4 Tempo di Marcia—It's a Great Night Tonight For the Irish—Herbert (From Eileen)
19. 3½ D. Margaret and Geoffrey Alone.....3/4 Moderato—Serenade—Tarenghi
20. 2 D. Cochran Catches Chetwood at Door...4/4 Grave—Dramatic Tension No. 19 —Andino
21. 1¾ T. Your Mother Is Going to Be All Alone...2/4 Andante—Andante—Cantabile —Tchaikowski (From String Quartette)

REEL 5

22. 3½ D. Goeffrey Confronts Cochran...4/4 Moderato—Romance in F—Tchaikowski
23. 1½ T. Mrs. Harding Wishes You to Bring Dress, Etc.....2/4 Andante—Berceuse —Rieger
24. 1½ D. Bennie Enters Room.....4/4 Moderato—* Mighty Like a Rose—Nevin
25. 2 D. Bennie Leaves Room.....4/8 Lento—Erotik—Grieg
26. 1¾ T. Stop! He Dropped the Gun.....2/4 Allegretto—Air de Ballet—Borch
27. 1¾ D. Cochran Leaves Room.....2/4 Andante Moderato—* Pleading—Wood

THE END

* Repeated selections.

All selections carried by G. Schirmer, 3 East 43rd Street, New York City.

Press-Book
and
Exhibitors' Aids

Jesse L. Lasky presents

Mme. Petrova

in

"Exile"

By DOLF WYLLARDE

Scenario by Chas. E. Whittaker

Directed by Maurice Tournier

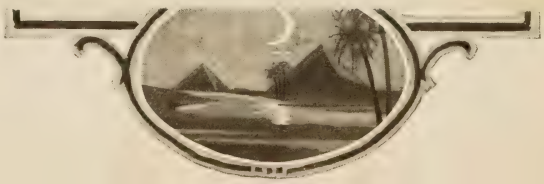
•

Proper Paramount

CAST

LAUDIE PEREZ	MADAME PETROVA
'INCENTO PEREZ	WYNDHAM STANDING
ICHMOND HERVEY	MAHLON HAMILTON
'HE GOVERNOR OF EXILE	WARREN COOK
ANUEL D'ALFRACHE	CHARLES MARTIN
IS WIFE	VIOLET REED

Director . . . . Maurice Tourneur



A Paramount Picture

laudia at a single blow, by exposing Perez's infamy. He therefore ailtes Perez that he is not that sort of a scoundrel and threatens expose the plot.

— almost completely overwhelms Perez who sees the end of

SYNOPSIS

In faraway "Exile," a Portugese colony, Richmond Hervey, an merican engineer, has made great changes in the desolate Colony, laking it habitable for the white people by systems of electric ighting and water supply.

Hervey is working for the Government and another servant of he Government is the Lord Chief Justice of the Colony, Vincento erez who holds the power of life and death over many thousands of rabs. Perez is unscrupulous and brutal in his dealings with the atives, and at the opening of the story is trying to force the ocal silk dealers out of business to further his own ends. Several imes he has sentenced innocent men to death or imprisonment for his purpose.

As he needs more money to carry out his plans, Perez writes o Hervey, thinking that he will have no more scruples about his ealings with the Arabs than himself, and exposes his whole reacherous dealings with the silk merchants.

Hervey has never quite trusted Perez and has disliked Claudia, erez's beautiful wife for her seeming coldness. He realizes then, hat with this letter he has the power to ruin Perez and crush

e diminishing sounds of the Arabs as the angry mob disperses, fe in the knowledge of their further inseparable happiness.

Publicity today brings big money tomorrow. Start a campaign now

JUST WHAT YOU WANT TO KNOW ABOUT "EXILE"

HERE IS AN UNEQUALLED ATTRACTION with an unequalled star—a combination that insures you big business. Mme. Petrova has appeared in a number of Paramount Pictures and they are always above the average.

THIS PICTURE WILL GET THE MONEY in any theatre in the country, because it is one of those exceptionally unique and wonderfully directed productions in which is contained every requisite that goes to make a money-making production.

MME. PETROVA IS EVERYBODY'S FAVORITE. There is no actress who has won such popularity in so short a time as she. Hers is a popularity, also, that is lasting. When people like her type of productions they swarm to see them always. Moreover, she has millions of followers.

THE PRODUCTIONS SHE HAS BEEN IN HAVE CONTINUALLY BROKEN box-office records, and it is nothing unusual for the exhibitors, by the hundreds, to write that "she always crowds my house at every performance."

"EXILE" IS A PICTURE FULL OF RED, RED BLOOD. It is precisely the type of picture Petrova is best fitted for. The story breathes the very spirit of Asia, and she herself has said that it is the cleverest story she has ever had to portray on the screen.

EVERYBODY REMEMBERS "The Law of the Land," taken from George Broadhurst's great play, and "The Undying Flame," the stirring romance of Egypt of today and yesterday, in which she appeared and with which hundreds of exhibitors packed their houses at every performnace. THAT'S THE TYPE OF PICTURE YOU ARE LOOKING FOR, and that's the type of picture this is. It will break your house records, if you advertise it properly.

ADVERTISE IT IN A BIG WAY. There are a wonderful amount of accessories we have prepared for you for this picture which when used in big quantities will create a sensation and make people flock to your theatre.

MAURICE TOURNEUR DIRECTED this production. He is one of the biggest men in the industry and has directed many of the greatest productions of the past three years.

WILL BUILD PATRONAGE FOR ANY THEATRE. All that is necessary is to go after its presentation in a big way and you'll clean up in a big way. LOOK OVER THE LIST OF PROMOTIONAL IDEAS WE GIVE YOU. THEY ARE WORTH WHILE.

LOOK OVER THESE ACCESSORIES

Paper
- Two one-sheets
- Two three-sheets
- Two six-sheets
- One twenty-four-sheet

Photos
- Ten 8 x 10 black and white
- Eight 11 x 14 colored gelatin
- Two 22 x 28 colored gelatin
- 8 x 10 photos of star

Cuts and Mats on Production
- Five one-column
- Three two-column
- Two three-column

Stock Cuts and Mats of Star
- Five one-column
- Three two-column
- Two three-column

Rotogravure

Series of Advertising Layouts; Mats

Press Book, with sales talk, card and letter announcements, suggestions for lobby and other displays

Heralds

Slides

Window Cards

Music Cues

CONTENTS

1. Cover page
2. Sales talk and list of accessories
3. Post-card and letter
4. Promotional ideas
5. Biographical sketch
6. Stock star cuts and mats
7. Ad layouts with mats
8. Ad layouts with mats
9. Ad layouts with mats
10. Ad layouts with mats
11. Lithographs, slide and window card
12. Production cuts and mats
13. Music cues
14. Promotional publicity
15. Promotional publicity
16. Advance publicity
17. Advance publicity
18. Cast and synopsis
19. Synopsis continued

POST-CARD AND LETTER SUGGESTIONS FOR "EXILE"

Post-card No. 1

Another Record-Breaker

You may have seen Mme. Petrova in "THE LAW OF THE LAND" and "THE UNDYING FLAME," and will realize when we say "Another Record-Breaker," that we are going to show another of those wonderful productions starring this popular actress. The title of the new play is "EXILE," and while it does not mean that she has been sent into exile, the best way to find out is to come and enjoy the showing on ..... and we are sure you will be pleased.

..... Theatre.

Post Card No. 2

The Eternal Triangle

is usually formed of one cold side and two overheated sides, but in the case of "EXILE" we have an unusual condition where in all three of the angles of the triangle are cold and indifferent. How one angle is eliminated and the other two are gradually brought into harmony will be shown at the ..... Theatre on .....

SUGGESTION FOR LETTER

Dear Madam:

Have you ever been disappointed at arriving at the theatre to see the S. R. O. sign staring you in the face? Perhaps you don't know that S. R. O. means "Standing Room Only" in the vernacular of the theatrical and motion picture professions.

Every time we have had a picture starring Mme. Petrova, we have been forced to put out the S. R. O. sign, and we believe when we show her newest screen production, entitled "EXILE," that this will be the case again.

Mme. Petrova has only been in the country a few years, but in that time she has grown wonderfully in popularity. She started with Jesse Lasky, who brought her over as the star with the Follies Bergere, and after this closed she did important stage work until recently, when she entered the motion picture field. You have, no doubt, seen her in her two recent productions, "THE LAW OF THE LAND" and "THE UNDYING FLAME." In the coming production she has an even better chance to display her wonderful histrionic ability than she had in either of the others.

The story deals briefly with a little colony in far-away Asia and the principal characters are the Lord Chief Justice of the Colony, his wife, and an American engineer. The engineer does not like either the Chief Justice nor his wife, and when the former turns out to be a crook and attempts to inveigle the American engineer into his plans, matters come to a climax. This story is unusual, inasmuch as the love element apparently works backward instead of forward, but the love story is there just the same, and we are sure that you will enjoy the production from beginning to end.

Owing to the fact that Mme. Petrova is always so popular, we have booked this production for an extra day so that if you find the S. R. O. sign on the first day, you may be able to see the picture nevertheless on the succeeding days. If you are not on our mailing list for advance notices of all coming productions, leave your name and address with one of the ushers or at the box office and we will mail you our program in advance every week.

Sincerely yours,

..... Theatre.

Whatever promotional idea you use, tell Charles E. Moyer, Paramount, 485 Fifth Ave., N. Y. City, about them. We are interested in you and will help you

SUGGESTION FOR LOBBY DISPLAY

If you can get sufficient material, either from your own theatre or even if you have) have it made, it will undoubtedly pay you to dress up your lobby in the form of an .rabian town. After dressing your lobby in this form, you can either have live or wax gures dressed in the Arabian costumes and a sign reading:

This is the section of the colony of EXILE where Mme. Petrova's next production staged. The play opens here on .....

You can also have your ushers dressed up in typical Arabian costume, which can e designed very easily after you have seen the stills on the production.

WINDOW DISPLAY

Your window display can undoubtedly be worked in co-operation with the local epartment store, which will be glad to dress up a window in similar fashion to the sug-estion given above for the lobby, and this will give them a chance to show some of ıeir Oriental furniture. It might be well for the store to use an interior scene as if in ne of the houses in the town of EXILE and with a card similarly worded to the above.

STREET ADVERTISING

For your street display you can use persons dressed in the Arabian costume and ırrying the long Arab rifles. Have these parading, carrying typical Asiatic musical ıstruments, such as Tom-toms and Kettle Drums. Of course, one of the paraders ıould carry a card or banner stating that these were some of the natives of Exile, which the locale of Mme. Petrova's coming production of the same name coming to the ..... Theatre.

CAR CARDS AND NEWSPAPER ADVERTISING

EXILE

You ask what this means. So did we when we first heard it. It seems to be a ery queer title for a photoplay, but after seeing the production we feel safe in saying ıat though the title may sound strange, the production is well worth looking at.

Mme. Petrova, the well-known emotional actress, plays the leading part in this pro-ıction which is to be shown at the ..... Theatre next week.

STANDING ROOM ONLY

Whenever we have shown a photoplay starring Mme. Petrova in the past, we have een forced at some time during the performance to put out a S. R. O. (standing room ıly) sign, and we believe that in her new production, entitled "EXILE," which is to art next Monday (or any other day, according to your play dates), we will have to uplicate our former efforts. Owing to Mme. Petrova's popularity, we have booked this roduction for an extra day's run, so that nobody will be disappointed on encountering ıe S. R. O. sign. Better make your date with your girl in advance to see this production.

Cordially yours,

f you want any special service in promotional work, write Charles E. Moyer, Paramount, 485 Fifth Ave., N. Y. City. We want to render you every service possible

MADAME PETROVA, A PARAMOUNT STAR

A European by birth, Madame Olga Petrova has nevertheless ken up the United States as her permanent abode and made its stoms and people hers. She was born in Warsaw, Poland and edu- ted in Brussels, Paris and London.

An early stage debut found her appearing in Shakesperian pertoire at the age of twenty and soon after playing Ibsen, rnstein and Strindberg plays, in which she gained a tremendous pularity and reputation for depth of understanding and clearness interpretation.

Jesse L. Lasky, travelling in Europe at that time in search talent for his "Folies Bergeres," heard of her and her work. en asked what she looked like, Mr. Lasky was everywhere told that e was a "wonderful person with red hair and green eyes." Wish- g to see this remarkable young actress for himself, Mr. Lasky sited the theatre at which she was then working and fell as com- etely a victim to her genius as any of the others.

Having been fortunate enough to secure her services for the olies," Mr. Lasky was not surprised at the phenomenal success she ored from the very beginning, and when, a few years later, he mself had practically deserted the stage for his screen activi- es, one of the first actresses he sought for the screen was Mme. trova.

At first the great favorite demurred about appearing in what e then considered so "inadequate" a vehicle as the motion picture. t a little later her own experience as well as the arguments Mr. Lasky and the Paramount Company induced her to completely ange her mind.

She has already appeared in three Paramount photoplays, "The dying Flame," a stirring romance of Egypt of Today and Yester- y; "The Law of the Land," an adaptation from a well-known stage ccess, and now, "Exile," arranged especially for her by Charles Whittaker and from the story of Dolf Wyllarde and directed by urice Tourneur.

Madame Petrova was the donor of a large silver loving-cup to nager Rothapfel of the Rialto Theatre, New York City, recently as mark of appreciation of the wonderful advancement that theatre d others have made in the art of presenting moving pictures. e cup is to be awarded to the theatre giving a motion picture its st musical presentation.

Use this sketch with one of the star cuts or mats which can be gotten at your exchange at all times

Stock Cuts and Mats of Mme. Petrova

Your exchange has these cuts and mats on hand. Use them in your advertising and publicity. Order by number and name.

Two column	**—Top row—left to right**	**—S63—S64—S65**
One column	**—Center — " " "**	**—S67—S69—S70—S66—S68**
Three column	**—Bottom — " " "**	**—S61—S62**

Cuts of Character Will Pull Crowds

1. SINGLE COLUMN HALF-TONE.—This little cut will show wonderful results if well printed; but be sure that your printer's ink and paper are adapted to half-tone printing before you use it.
2. SINGLE COLUMN LINE CUT.—Here is a cut you can't go wrong on if you are after positive results at moderate cost. Of course, it isn't as true to life as a half-tone, but it is a good eye-catcher, and you won't have any trouble printing it.
3. DOUBLE COLUMN LINE CUT.—A line cut composed of solid blacks and whites will always print well. This double column line cut will draw the crowds as well as it prints.
4. DOUBLE COLUMN HALF-TONE.—In these days of shoddy inks and paper, hesitate before you use a half-tone. If your paper is well printed, however, this realistic cut will work wonders.
5. TRIPLE COLUMN LINE CUT.—Nobody can read your local paper in which this ad. appears and miss your advertisement.
6. TRIPLE COLUMN HALF-TONE.—If your printer is willing to go to a little extra trouble for you, or if his paper is always well printed, use this cut. It is so realistic and dominating it can't be missed.

No. 1

No. 3

These cuts will lead your people to water—and make them drink

Mme. Petrova

in "Exile"

A Paramount Picture

He disliked her for her coldness, despised her for her fickleness, and finally wed her for herself! Mme. Petrova dominates by sheer force of personality.

Other Attractions

Next Feature

Admission Price

Tiny Theatre

No. 2

Mme. Petrova in "EXILE"

A Paramount Picture

You will never know

the real depth of Mme. Petrova's art until you see her in "Exile." You will find her fascinatingly fickle, divinely devoted. Be sure to see her.

OTHER ATTRACTIONS

Next Feature *Admission Price*

Princess Theatre

No. 4

Paramount cuts are the mile-stones on the road of progress. How many miles have you traveled?

Mme. Petrova

Paramount Pictures

in "EXILE"

A Paramount Picture

Every Moment Is a Big Moment

A tremendous, soul-stirring drama laid in scenes of wild Oriental splendor. Mme. Petrova's unrivaled histrionic ability has never so fully answered her call as when she vainly seeks to save from death the brutal, unscrupulous husband who wronged her. You simply must see her.

OTHER ATTRACTIONS

Next Feature — Admission Price

Shadyside Theatre

Mme. Petrova in "EXILE"

A Paramount Picture

Something Doing Every Minute

A scene of Oriental splendor—a handsome American—a brutal, unscrupulous husband—and Petrova!

Mme. Petrova has never risen to greater dramatic heights than when she seeks to save from death the man who used her as his pawn. Don't miss this thrilling wonder-play.

OTHER ATTRACTIONS

Next Week's Feature

Admission Prices

Carlton Theatre

PARAMOUNT CUTS WILL CUT YOUR COMPETITORS' PROFITS No. 6

Cover your town with this paper. You will fill every seat at every performance

ALWAYS OBTAINABLE
AT YOUR EXCHANGE

Three-sheet

One-sheet

Half-sheet
Card

One-sheet

Three-sheet

Six-sheet

Six-sheet

Twenty-four sheet stand

SLIDE
(Reduced)

Stock Production Cuts and Mats "EXILE"

ISSUED IN SETS OF TEN, CONSISTING OF:

Top row—Two three-column cuts and mats

Center row—Three two-column cuts and mats

Bottom row—Five one-column cuts and mats

YOUR EXCHANGE HAS THESE IN STOCK

Musical Synopsis of "Exile"

By JAMES C. BRADFORD

Musical Director, Broadway Theatre, New York City

1. 2¾ At screening.....4/4 Allegretto—Arabesque No. 2—DeBussy
2. 3 T. In house of Chief Justice.....3/4 Andante—Chanson Indoue—Korsakow
3. 1¾ T. In the Court of Justice.....4/4 Tempo di marcia—Persian—Strauss
4. 2 T. Richard Harvey.....2/4 Allegretto—Coquette—Onivas
5. 2 D. Harvey meets Claudia.....4/4 Moderato—*Kashmiri Song—Finden
6. 1½ T. The Arabs Aroused by—.....2/4 Allegro—Farandole—Bizet

REEL 2

7. 2¾ T. As night falls in Exile.....4/4 Lento—Antar—Korsakow
8. 1½ T. A reception at Government House.....3/4 Tempo di Valse—Mystery—Baynes
9. 2¼ T. His Excellency the Governor.....4/4 Allegro moderato—Cortege du Serdare—Iwanow
10. 1½ T. I am authorized to offer anything.....3/4 Moderato—*Intermezzo—Granados
11. 1¾ T. The Chief Justice.....4/4 Allegretto vivace—Arabian Dance—Grieg (From 2nd Peer Gynt Suite)
12. 2 T. Harvey prepares for Claudia's visit.....3/4 Moderato—*Intermezzo—Granados

REEL 3

13. 3 T. A wise man prepares for emergencies.....6/8 Allegretto—Oriental—Cui
14. 4½ T. Won't you wish me happiness?.....3/4 Moderato—Entr'acte—Hadley
15. 2½ T. Are you stone?.....4/4 Moderato—*Kashmiri Song—Finden

REEL 4

16. 2½ T. And lo!.....3/4 Andantino—*Chanson Indoue—Bemberg
17. 2 D. Claudia confronts husband.....4/4 Moderato—Chanson Sans Paroles—Tchaikowsky
18. 2½ T. What did you pay for it?.....3/4 Moderato—*Intermezzo—Granados
19. 3 T. Manuel .....3/4 Andante—Manuel Menendez—Filiasi
20. 2 T. Claudia flees to house of Said.....2/4 Allegro—Sarabanos—Burgmein
21. 1½ T. The wife of Hassam waits.....3/4 Andante—Cantaline—Golterman

REEL 5

22. 3 T. The Arabs inflamed by injustice.....2/4 Allegro—Hurry No. 33—Minot
23. 2 D. Perez telephones Garrison.....4/4 Allegro agitato—Furioso No. 2—Langey
24. 2½ T. If you have grievance.....4/4 Allegro energico—Dance of the Demons—Rubner (From Prince Ador)
25. 1½ D. Claudia and Harvey enter room.....2/4 Moderato—Salut D'Amour—Elgar
26. 1 T. I should love to take care of you always.....4/4 Moderato—*Kashmiri Song—Finden

THE END

* Repeated selections.

All selections carried by G. Schirmer, 3 East 43rd Street, New York City.

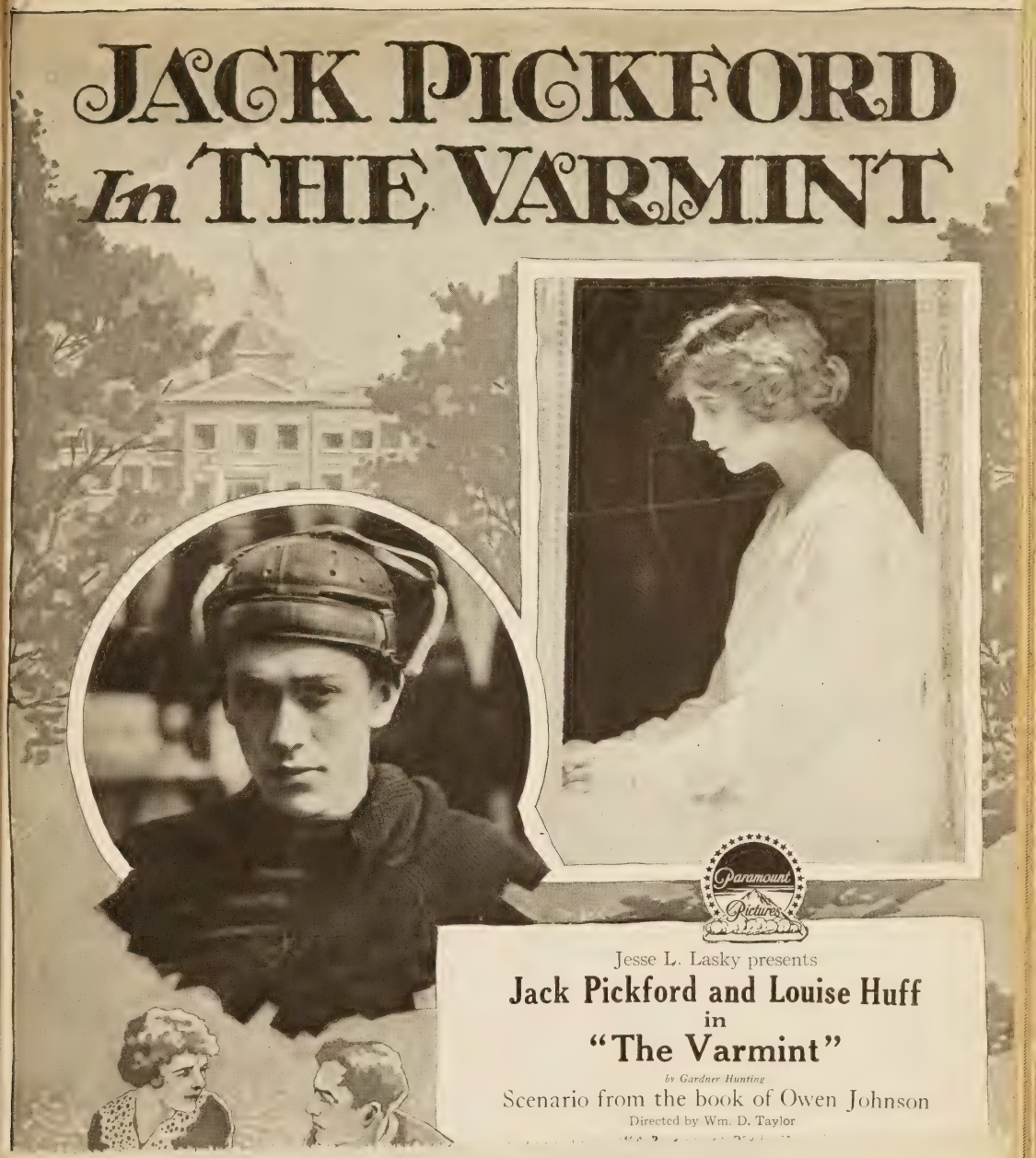
FAMOUS PLAYERS-LASKY CORPORATION

INTER-OFFICE COMMUNICATION

Date_____

To

JACK PICKFORD *In* THE VARMINT



Jesse L. Lasky presents

Jack Pickford and Louise Huff

in

"The Varmint"

by Gardner Hunting

Scenario from the book of Owen Johnson

Directed by Wm. D. Taylor

CAST

THE "VARMINT"	JACK PICKFORD
THE ROMAN	THEODORE ROBERTS
LAURA, HIS DAUGHTER	LOUISE HUFF
TOUGH McCARTY	HENRY MALVERN
THE WHITE MT. CANARY	BEN SUSLOW
THE COFFEE COLORED ANGEL	MILTON SCHUMANN
CHEYENNE BAXTER	MAURICE KESSELL
DOC MAC NOODER	MANFIELD STANLEY
THE TENNESSEE SHAD	MIRIAM COMER
BUTSEY WHITE	ED. SEDGWICK

SYNOPSIS

John Humperdink Stover, otherwise known as "The Varmint," for his general pestiferousness or as "Dink" when in special favor, was expelled from a co-educational boarding-school, - much to his gratification - and sent to Lawrenceville Academy, a school for boys, famous for its football teams.

On the stage on the way to the school there is only one other passenger besides himself, a somewhat silent man whom Dink sizes up for a salesman and he proceeds to wax eloquent on the subject of his past career and the reason why he was expelled from his previous school. These vary with every recitation and make him out to be the bloodiest of desperadoes. The "salesman" is no other than the professor of Latin, known to the boys as the "Roman," but this Dink does not find out for some time. He brags also about the four-in-hand coaches he has driven, and demonstrates, nearly breaking his neck and the Roman's and causing the driver who had brought many new boys to the school to marvel, for here, indeed, was a triumphantly "fresh" individual and he wonders what awaits the child at the school.

Confidently boasting that "in a week he'd have 'em feeding out of his hands, Dink arrives at the school. A strange uneasiness grips him when he sees that he does not, after all make just the impression he expected, and when his suit case bursts open, disclosing clothing of all sorts, the jeers of the boys really dampen his ardor a trifle. Little by little he succeeded in making himself the most thoroughly disliked and abhorred person on the campus, especially when he committed the crime of crimes, and asked for a second helping of prunes at table. This was against all proscribed etiquette of the place and called down upon his head all the jibes and jeers of which school boys alone are capable. A fumble in baseball which lost the game for his team further committed him to the depths of social ostracism.

and other devices to get him out of the way. To his utter dismay, the Roman goes out of the room and stays, thus putting him on his honor. Dink signs his name at the head of the blank paper and is dumbfounded when upon the Roman's return, he seems to scan the blank sheets closely and says: "I think this will about pass you, Stover." The two discover that they had been fast friends from the first and Dink really comes into his own when the Roman explains that as he is now an upper classman, it is up to him to set a good example to the younger boys. "Especially young Bellefont," adds the Roman.

"Bellefont," said Stover, exploding, "I beg your pardon, sir, that kid is hopeless, he's a perfect little nuisance. He's a thorough, out-and-out little 'Varmint.' " Beholding the Roman smiling gently, Stover all at once stopped, blushed and understood!

WHAT YOU WANT TO KNOW ABOUT "THE VARMINT"

YOUR PROBLEM is filling seats. Here is a picture that will do that very thing and will be the talk of the town.

IN CONSIDERING THE SEAT-SELLING VALUE of the Pickford-Huff pictures, you must realize that their chief virtue lies in the fact that these productions in which these two popular young people appear appeal because of their eternal youth, because they take the younger members of every audience into scenes near and dear to them and start the blood flowing a little faster in the veins of the older folks—calloused perhaps to hardship and strife, but ever susceptible to, as we say, spring, and things of love.

THE WHOLESOME CLEANLINESS OF THESE PICTURES are not to be equalled anywhere.

YOUR PATRONS WILL NEVER FORGET the success that was made by these two stars in "Seventeen," "Great Expectations," "Freckles" and "What Money Can't Buy," and when you compare any of these with "The Varmint," the latter tops them all and will prove a BIGGER MONEY-GETTER.

EXHIBITORS EVERYWHERE HAVE "CASHED IN" on the pictures in which these stars have appeared because they all have universal appeal, plenty of action, lots of heart interest, a sufficient amount of suspense, and that ever-wonderful "ultimate justification." They please everybody, and for that reason they are real money makers.

THE STORY WAS WRITTEN by Owen Johnson, one of America's most famous short story writers and creator of the Lawrenceville School stories.

THIS PRODUCTION, IN STORY FORM, APPEARED IN THE SATURDAY EVENING POST, and was one of the most loved stories that the magazine ever published. Millions have read the story and they want to see it on the screen.

WONDERFUL OPPORTUNITIES are afforded the players in this production and wonderful opportunities are offered the exhibitor to advertise the production and "clean up" on its value.

THE SETTINGS are particularly elaborate, and the photography is of the type that photoplay lovers will talk about it.

THE PICTURE WAS DIRECTED by William D. Taylor, and the camera work was done by Homer Scott.

THESE ACCESSORIES WILL MAKE MONEY FOR YOU

Paper
- Two one-sheets
- Two three-sheets
- Two six-sheets

Photos
- Ten 8 x 10 black and white
- Eight 11 x 14 colored gelatin
- Two 22 x 28 colored gelatin
- 8 x 10 photos of star

Cuts and Mats on Production
- Five one-column
- Three two-column
- Two three-column

Stock Cuts and Mats of Star
- Five one-column
- Three two-column
- Two three-column

Rotogravure one-sheet

Series of advertising layouts; mats

Press book with many money-getting suggestions

Slides

Music Cues

CONTENTS OF PRESS BOOK

1. Cover Page
2. Sales Talk and Accessories
3. Post-card and Letter
4. Display Suggestions
5. Biographical Sketch
6. Stock Star Cuts and Mats
7. Ad. Layouts with Mats
8. Ad. Layouts with Mats
9. Ad. Layouts with Mats
10. Ad. Layouts with Mats
11. Ad. Layouts with Mats
12. Lithographs
13. Production Cuts
14. Production Cuts
15. Production Cuts
16. Publicity Material
17. Publicity Material
18. Publicity Material
19. Publicity Material
20. Publicity Material
21. Synopsis and Cast
22. Synopsis

[illegible]

[illegible] FROM EM is filling seats. Here is a pin-up that will do you and be the talk of the town.

IN CONSIDERING THE SELF-SELLING VALUE of the Pickford Hall [illegible] you must realize that their exhibitors in the last that these [illegible] which there two popular young people appear appeal because of their eternal youth [illegible] cause they take the younger members of every age income int[illegible] them and start the blood flowing a little faster in the [illegible] of the holiday fol[illegible] perhaps to hardship and strife, but ever susceptible to, as we say, spring and the love.

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YOUR PATRONS WILL NEVER FORGET the success that was theirs by the [illegible] two stars in "Seventeen," "Great Expectations," [illegible] and "Wh[illegible] [illegible]," and when you compare any of these with "The Yearling," the latte[illegible] [illegible] will prove a BIGGER MONEY-GETTER.

EXHIBITORS EVERYWHERE HAVE ASSERTED on the pictures in [illegible] se stars have appeared because they all have universal appeal, plenty of [illegible] heart interest, a sufficient amount of suspense, and that ever-won [illegible] [illegible] tification. They please everybody, and for that reason they are real money [illegible]

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[illegible] SE STUNTS are particularly elaborate, and the photography is of the type that photophy lovers will [illegible] about it.

THE PICTURE WAS DIRECTED by William [illegible] Seiter and the cameras were done by Hugh [illegible]

THESE ACCESSORIES WILL MAKE MONEY FOR YOU

[illegible]per
Two on sheets
Two three-sheets
Two six-sheets

[illegible]photos
Two 8 x 10 black and white
Eight 11 x 14 colored gelatin
Two 22 x [illegible] colored gelatin
8 x 10 photos of star

Cuts and Mats on Production
Five one-column
Three two-column
Two three column

Stock Cuts and Mats of Star
Five one-column
Three two-column
Two three-column
One-sheet

[illegible] of advertising layouts:
[illegible]mats
Press book [illegible] many
[illegible]tion suggestions

CONTENTS OF PRESS BOOK

1. Cover Page
Sales Talk and Suggestions
Post-card and letter
4. Display Suggestions
5. Biographical Sketch
6. Stock Star Cuts and Mats
7. Ad Layouts
8. Ad Layouts with Mats
9. Ad Layout's with Mats
10. Ad Layouts with Mats
11. Ad Layouts with Mats
12. Lobby Display
13. Program Section
14. Production Cuts
15. Production Cuts
16. Publicity Stars
17. Publicity Material
18. Publicity Material
19. Publicity Material
20. Publicity Material
21. Synopsis and [illegible]
22. Synopsis

SUGGESTIONS FOR ADVANCE POSTAL CARDS ON "THE VARMINT"

"Boys will be boys," is an old and all too true saying. However, they do not always stay boys. Owen Johnson, in his Lawrenceville School tales, captured the lore of the boys' boarding academy and put it into books. Paramount has taken it from the book and put it on the screen for you and your friends and called the play "THE VARMINT," with Jack Pickford in the leading role. It will be at the ..... Theatre next week.

Pickford is coming! No, **not** Mary, **but her** brother JACK, who has overcome the handicap of an immensely popular sister and who has a host of friends of his own. You who have seen him in his recent pictures, "The Dummy," "Seventeen," "Freckles," and others, will surely want to see him in Owen Johnson's Lawrenceville School story, "The Varmint." It is, so far, the best thing Jack has done, and he is accompanied by Louise Huff as of yore.

We are pleased to announce that the showing at the ..... Theatre will commence on .....

SUGGESTIONS FOR LETTER ON "THE VARMINT" TO BE SENT TO YOUR MAILING LIST

.....

.....

.....

Dear Sir (or Madam):

Br-r-r-r! Gee, but don't you hate to get up on a cold winter morning and shut the window? I know I do and I think you do, too. John Humperdink Stover, called by his friends "Dink" and by his enemies "The Varmint," invented a window-closing device when he went to prep school. But that is only one of his many adventures.

When he arrived he was very "green," and the other boys had lots of fun with him, but he, being a real honest-to-goodness American boy, was always getting into mischief, and so earned for himself the title of "The Varmint," Who could better portray the leading part in Owen Johnson's well-known Lawrenceville School stories than Jack Pickford? Nobody! We agree with you.

If you like stories and plays with real boys and girls (or should I say girl—when speaking particularly of Louise Huff?), you certainly will enjoy seeing the Paramount picturization of "The Varmint" when it is shown at this theatre on .....

Tell the youngsters that there is a real football game on the screen, as well as other athletic games of interest to them.

May we hope to have the pleasure of seeing you during the showing of this play? We sincerly hope we may.

Cordially yours,

..... Theatre.

Manager.

P. S.: Do you get our weekly program regularly? If you wish to receive it, just leave your name at the box office or with one of the ushers and it will come to you each week in advance.

Sir (or Madam):

Gee, but don't you hate to get up on a cold winter morning and shut the
I know I do and I think you do, too. John Humperdink Stover, called by his
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es of interest to them.

If you wish to receive it, [illegible]

THIS IS SUGGESTED FOR YOUR LOBBY DISPLAY ON "THE VARMINT"

As a suggestion for lobby display of this production, one of the best things that can be done is to get a lot of sporting goods—football togs, baseball togs, pennants, etc., from your local sporting goods house, and dress up your lobby with them. It is possible that your lobby may lend itself to the work in such a way as to dress it up as a college boy's room, with signs, pennants, sporting goods, etc.

The quantity of material needed will depend upon the size of your lobby and the amount of display you are able to give to this without interfering with the free passage of patrons.

A SUGGESTION FOR ADVERTISING AND STREET CAR CARDS: "THE VARMINT"

DO YOU REMEMBER:

"THE TENNESSEE SHAD," "THE WHITE MOUNTAIN CANARY," "THE COFFEE-COLORED ANGEL," "DINK" STOVER, and others of Owen Johnson's Lawrenceville stories? These and many others will be shown in "THE VARMINT," at the ..... Theatre on ....., with Jack Pickford in the leading role.

HATE TO GET UP ON A COLD MORNING AND SHUT THE WINDOW?

Jack Pickford, as "Dink" Stover, solves the problem in "THE VARMINT," Owen Johnson's schoolboy story, which comes to the ..... Theatre on .....

WHAT IS A JIGGER?

The "Jigger Shop" of the Lawrenceville School stories, by Owen Johnson, is a place loved by every boy who ever went to that school. It is here that "THE VARMINT" (portrayed by Jack Pickford) meets "Tennessee Shad," "Doc MacNooder," and others of this famous story.—You can see all of these boys at the ..... Theatre on .....

SUGGESTION FOR WINDOW DISPLAY

Get one of your local stores—preferably the local department store—to arrange a window to represent a college boy's room, with pennants and signs and all the outlandish things which any ordinary college boy has in his room. In one corner you can have a card reading: "This is a representation of a scene from 'THE VARMINT,' coming to ..... Theatre on ....." You can no doubt get your department store or local sporting goods store to co-operate with you, and as a return courtesy you can carry the name of this store in your program and state that you are indebted to them for your lobby and window display.

SUGGESTION FOR STREET DISPLAY ON "THE VARMINT"

You can get eleven boys dressed as a football team. You can have them parade the streets and one boy carry a banner stating, "This is Lawrenceville School Team as shown in 'THE VARMINT' at ..... Theatre, playing today," or giving the date if you wish.

Kindly send your promotional ideas to Charles E. Moyer, Paramount Pictures Corporation, 485 Fifth Avenue, New York City. Photos and stories of what you do greatly interest us.

JACK PICKFORD'S BRILLIANT CAREER

Readers of "The Saturday Evening Post" who remember with delight the Lawrenceville School stories, will be delighted to hear that the first of the series "The Varmint," has been adapted for the screen by Paramount and will be shown on.....at the .....Theatre with Jack Pickford, inimitable portrayer of juvenile roles as Dink Stover, popularly known as "The Varmint."

Jack Pickford is a member of the famous Pickford family, including besides himself, the famous Mary Pickford and the sister Lottie who has also gained some distinction as a motion-picture actress.

He was born in Toronto, Canada, in 1896 and began his professional career at the tender age of eight years when he entered a stock company in child parts. Later, although still quite young he played with Chauncey Olcott in "Peg Robin" and "The Three of Us," in the meantime attending school at various places, notably St. Francis Military Academy in New York City.

Jack Pickford is one of the few individuals who has successfully overcome the frightful handicap of having a much more famous sister in the same line of occupation as his own. Though Jack has been a motion picture actor for several years, his progress has been steady rather than meteoric and it is only recently that he has become a star in his own right with the Famous Players and Lasky companies in Paramount Pictures.

His motion picture career began in 1909 with the old Biograph Company with which his sister Mary was at the time identified. With this company he played some minor parts, among them the juvenile in "Liberty Belles." Later he worked with other companies for a short while, but most of his work has been done with the Famous Players Company. He has appeared with that concern in such notable photoplays as "Wildflower," "The Pretty Sister of Jose," "The Love Route," "The Girl of Yesterday," and "Poor Little Peppina," in support of his sister Mary.

After this came the two which brought him greater popularity than any of his previous work - "Seventeen" and "Great Expectations," in both of which he co-starred with the dainty little Louise Huff.

So great was the reputation he built for himself in these two productions that he was chosen to star individually in "The Dummy," which has proven extremely popular. Upon the completion of "The Dummy" he was transferred to the Lasky studios at Hollywood, California, where he played in "The Girl at Home" with Vivian Martin, and later in "What Money Can't Buy" with Louise Huff.

Stock Star Cuts and Mats---Jack Pickford and Louise Huff

Your exchange has these cuts and mats on hand. Use them in your advertising and publicity. Order by number and name.

Top row, three column—left to right . . . . . **S41—S42**
Second row, one column—left to right . . . . . **S49—S50—S48—S46**
Bottom row, two column—left to right . . . . . **S45—S43—S44**
Bottom center, one column **S47**

Advertisements That Advertise!

Six border cuts in two styles and three sizes

1. SINGLE COLUMN HALF-TONE.—This is the best photograph for newspaper reproduction that we could select from a big set—you can't expect it to reproduce like a line cut, but where your paper prints well it is a great little ad.
2. SINGLE COLUMN LINE CUT.—Here is a little cut that can't be lost, no matter what ad. they put over it, under it or at the side. It doesn't look so much like Jack Pickford as would a good half-tone reproduction, but it will stop the eye quicker that is roving across the page, and it won't print like a blot of ink, as some small half-tones do.
3. DOUBLE COLUMN LINE CUT. Some people like line cut advertising attention attractors best and for those people we have prepared the cut on this page and the only thing that beats it is the triple and the picture itself.
4. DOUBLE COLUMN HALF-TONE.—For those advertisers who are lucky enough to have a good paper, well printed, there is nothing like a half-tone illustration, but be sure it's going to print well.
5. TRIPLE COLUMN LINE CUT.—Nobody can read your local paper in which your ad. appears and miss this advertisement
6. TRIPLE COLUMN HALF-TONE.—If you are buying space more than one day or have a good paper well printed—a half-tone is a half-tone, and you can't expect a line drawing to look as much like Jack Pickford—besides, this is a great ad. cut.

If your ad doesn't catch the eye, what good is strong copy?

SLIDE—ACTUAL SIZE

Attractively Made Up in Four Colors

Strand **All Next Week**

JACK PICKFORD
IN
"The Varmint"

A Paramount Picture

Did you ever go to boarding-school or college? It's the biggest time of life—"sweet-heart time." Even if you didn't get a chance to go, come and live it here—just for tonight. Stage a midnight feed with the "Varmint," and get caught. Put one over on "Doc" McNooder by stealing his girl. Live again those "old days, those golden days of youth." Get a new grip, a new enthusiasm. This picture will do everybody good.

OTHER ATTRACTIONS

Next Week's Feature

Admission Price

Newspaper advertising is an *investment* that pays

Name of Theatre

YOU, MR. RED-BLOODED AMERICAN—Man, woman or child, whether you went to boarding-school or didn't—you will revel in this wonderful photoplay love-story adapted from Owen Johnson's famous story of American youth.

ALL NEXT WEEK—USUAL ADMISSION PRICES

Advertising Other Attractions and Next Week's Feature

TIME **PLACE**

Get the reader's eye with a "good cut," then stop yelling—you wouldn't try to sell a picture to a patron with a megaphone. Have good manners in your copy—neat and to the point.

You can write your own copy if you wish—it is not part of Cut

Strand Theatre, BROADWAY AND FIFTH AVENUE

ALL NEXT WEEK

Jack Pickford IN "THE VARMINT"

A Paramount Picture

THE GREATEST BOARDING-SCHOOL STORY EVER WRITTEN

Owen Johnson's Best Work

You haven't forgotten your "sweetheart days," when you licked half the school for laughing at you and the little girl from over the way, or when you staged a midnight feed in the dormitory and suddenly the teacher knocked at the door. Live again those days, with "Doc" McNooder, the "Varmint" and the "Tennessee Shad."

OTHER ATTRACTIONS

Next Week's Feature *Admission Price,*

Good Advertising Is Making the Other Fellow Think YOUR Way

The difference between Paramount pictures and others is the *new class* of fans they add to your patrons

Nemo Theatre

THIS WEEK

JACK PICKFORD

in

The Varmint

A Paramount Picture

Owen Johnson's Famous Story

Here's a photoplay for you — me — everybody. A story of love and youth and boarding-school and the "making of a man."

DON'T MISS IT

Other Attractions

Next Week's Feature

Special Attraction All Next Week

Jack Pickford

in

"The Varmint"

A Paramount Picture

OWEN JOHNSON'S GREAT BOARDING-SCHOOL STORY

Here's a "boy and girl" love-story that will make you young again.

Ever hear of "Doc" McNooder, "Egghead," or "Tennessee Shad"? They're real folk.

What's Your Nickname

You haven't forgotten it, have you? If you have, you better watch out—you can't afford to get old. Come right over and see this vital picture of youth, and laugh, and go home with a new perspective and joy of living.

Other Attractions

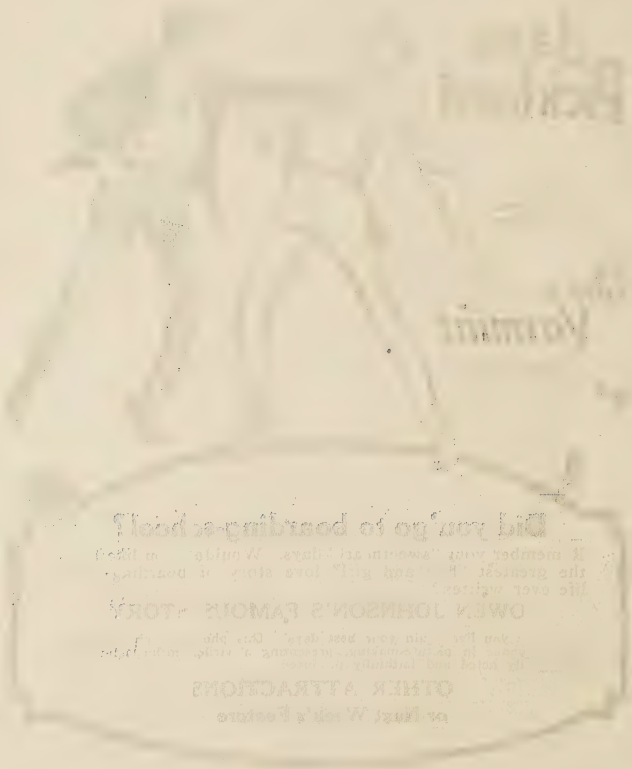
Next Week's Feature **Admission Prices**

RIALTO THEATRE

The downtown crowd goes to your theatre, no matter what you show, because it's a lot of fun for a dime or a quarter—the others come down in their autos because you show Paramount Pictures.

Good advertising doesn't mean to *crowd* in all you can think of. *White space puts your copy over*

Fans will go to see every Pickford picture, but this ad will get some that were never in your house before.

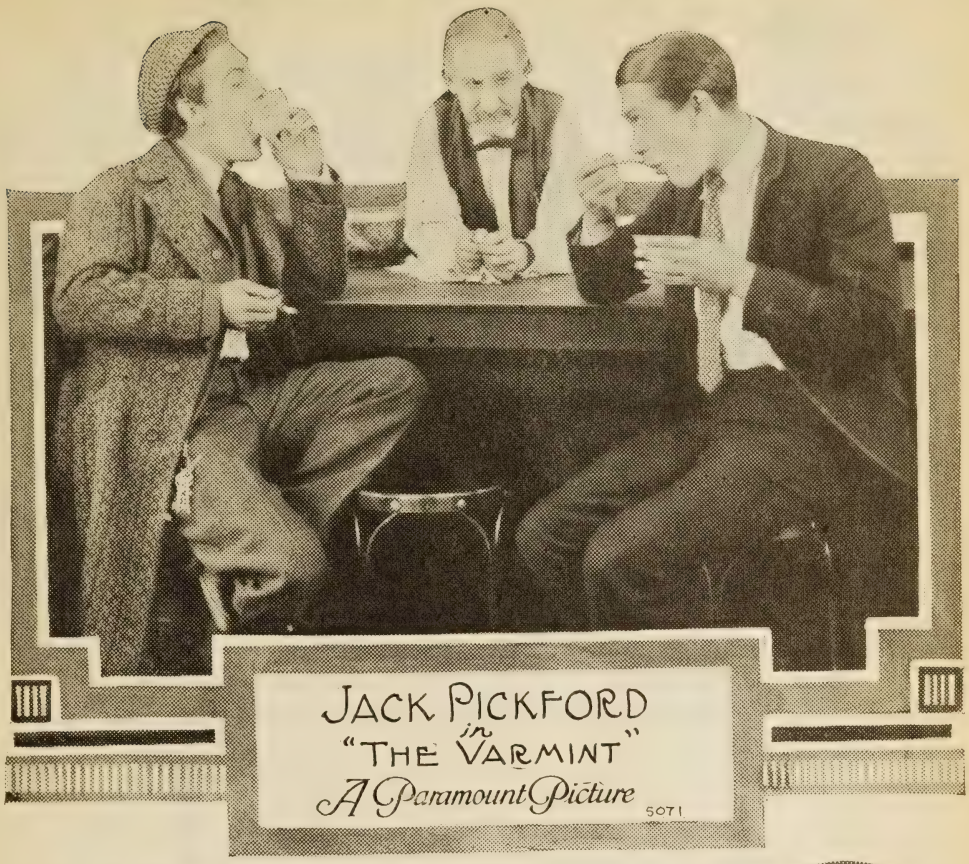


Cover your town with this paper and you will fill every seat at every performance

Here is the greatest array of five, six and seven color lithographs in one, three, six and twenty-four sheet sizes that has ever been issued with any picture. **Use them in big numbers.** Nothing will help more in your advance campaign for this picture.

Always obtainable at your exchange

Exact Size of Newspaper Cuts and Mats

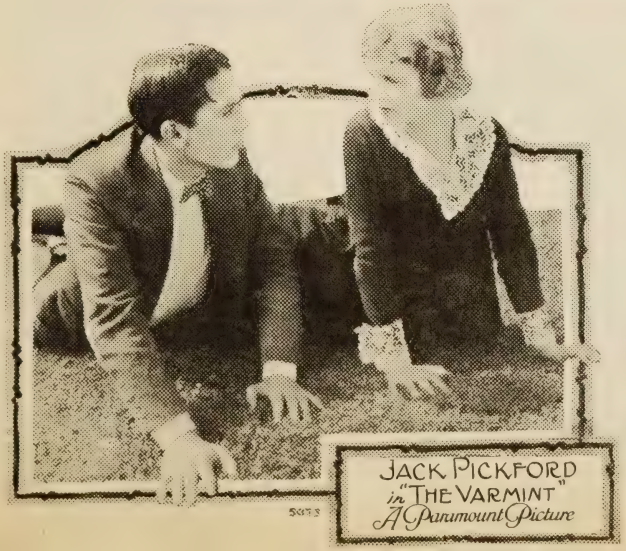


JACK PICKFORD
in
"THE VARMINT"
A Paramount Picture

You are missing the best bet of your life if you don't get your newspaper friends to use every one of these illustrations, obtainable in cut and mat form.

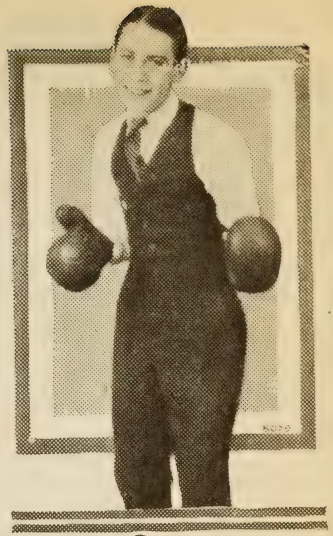
You can use them in your ad layouts also.

JACK PICKFORD
in "THE VARMINT"
A PARAMOUNT PICTURE
5070

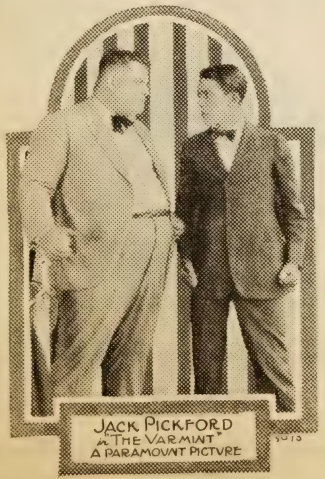


These illustrations a newspaper editor will jump after. They are issued in cut and mat form.

JACK PICKFORD
in "THE VARMINT"
A Paramount Picture
5074


JACK PICKFORD
in
"THE VARMINT"
A Paramount Picture

JACK PICKFORD
in "THE VARMINT"
A Paramount Picture


JACK PICKFORD
in "THE VARMINT"
A PARAMOUNT PICTURE
5075

JACK PICKFORD
in "THE VARMINT"
A Paramount Picture
5072

Press-Book

For Exhibitor's information or house organ—Cast and Synopsis of "THE GHOST HOUSE"

Oct 1

CAST

TED RAWSON	JACK PICKFORD
LOIS ATWELL	LOUISE HUFF
ALICE ATWELL-KING	OLGA GREY
JEREMY FOSTER, THE GARDNER	JAMES NEILL
SPUD	EUGENE PALLETTE
DIDO	MRS. LEWIS McCORD
JAMES CLANCY	HORACE B. CARPENTER
MRS. RAWSON	EDYTHE CHAPMAN
MARY ELLEN CLANCY	LILLIAN LEIGHTON
DIRECTOR	WILLIAM C. De MILLE

By Beulah Marie Dix

Directed by Wm. C. De Mille

The most popular boy and girl combination on the screen to-day. A sure winner wherever they appear.

A Paramount Picture

SYNOPSIS

The old home of the Atwells is said to be haunted, and Jeremy 'oster, the gardner, who is at the head of a notorious gang of hieves, does his best to keep the superstition alive.

Old Atwell, upon his death, leaves the house to his great-neices, Lois Atwell and her married sister, Alice Atwell-King, a vidow. Being poor and out of employment, they decide to live in the house in spite of the gossip about its being "haunted," and at once take up their abode there.

Young Ted Rawson is being initiated into a nearby college fraternity and part of his initiation demands that he spend a night in the haunted house, the occupation of which the boys are as yet unaware of.

In the meantime, Spud, Foster's nephew and two companions have robbed a bank, and Spud, with the money in a satchel, hides in the garret of the haunted house. The two young girls and the baby retire early as this is their first night in the old house and they are tired; but they are soon aroused by Ted Rawson entering through a window.

Armed with a revolver and hand cuffs that were given her by officer Clancy, a former neighbor, Lois catches Rawson and handcuffs him to a chair. This noise arouses Spud from his drunken sleep in the garret and going down through the darkened house, he sees Lois and her sister in trailing white neglegees and thinks they are ghosts. He runs to the little cabin of his uncle, the gardner, at the foot of the old garden, forgetting the stolen money.

Lois believes that Ted is a housebreaker, but she permits him to assist them when the baby is suddenly attacked with croup and after a hard fight for the child's life they all fall asleep in their chairs--"burglar and housekeepers alike. Early the next morning, before the girls awaken, Ted escapes and has his mother call on the girls and their colored cook, Dido, that afternoon. His mother persuades Alice and the baby to stay with her that night but Lois refuses to leave as she is hoping against hope that her "burglar" will come back and explain the mystery, as she cannot believe he is a thief.

In the meantime, the three crooks are demanding that Spud find their share of the loot, but he refuses under any conditions to enter the "haunted" house again, Foster, his uncle, decides to make-up as old Atwell and frighten the girls away from their house. He meets Lois who refuses to be frightened and is attacking her just as Ted returns. Ted locks him in a closet. Lois goes upstairs to get the money which she had found in the garret to hide it, and while she is gone, the three crooks enter from the garden and overcome Ted, although he puts up a good fight.

Lois, hearing the noise, puts on a long white robe, and comes creeping down the stairs. The robbers are terror-stricken and fly from the house, only to run into officer Clancy and some other policemen who have come to see how the girls are getting along.

Lois, who had believed until now that Ted was the thief and the bank robber, is made more than happy to learn his true identity and the story ends happily for all concerned except the thieves.

WHAT YOU WANT TO KNOW ABOUT "THE GHOST HOUSE"

GHOSTS, LIKE FAIRIES, PEOPLE BELIEVE IN. They don't only like to talk about them, but they love to see them. Ghost stories will last forever, and so long as superstitions are part of everyone's nature, these stories will be universally attractive.

HERE IS A GHOST PICTURE STORY that never had its equal, for there really never was a ghost at all, despite every character in the production seemingly sees them.

ASIDE FROM THE STORY, which comes from the versatile pen of Beulah Marie Dix, Jack Pickford and Louise Huff are the stars in the production. There are no two young artists who have come to the forefront as rapidly as these two, and they are the greatest team to attract real big business any exhibitor could wish for.

THESE STARS TYPIFY YOUTH in its every degree. They bubble over with joy and they bring to the screen that happiness that is so wonderful in all life.

WILLIAM C. DeMILLE DIRECTED THIS PICTURE, and has given the photoplay-lover something unusual. The exteriors of the production are quaintly unique and certainly lend a wonderful atmosphere to the theme of the ghosts.

THESE TWO STARS have done wonders with pictures of youth, and their recent productions have been the cause for the breaking of many box office records throughout the country.

THE LIVE-WIRE EXHIBITOR will advertise these two stars in a big way, and let his clientele know just what is what about this production. He's the fellow that will make a real clean-up on "The Ghost House."

EVERY POSSIBLE ACCESSORY that is necessary for an elaborate promotional campaign on this picture has been prepared for every exhibitor.

LOOK OVER THIS LIST OF AIDS and if their use is not plain, we have a Service Department that will help you put across this and all Paramount Pictures in a particularly clever manner.

JACK PICKFORD AND LOUISE HUFF are two stars you can always "play" to fill every seat in your house. Every person, old and young, love the type of stories they present.

GET THE ACCESSORIES from your Exchange and use them freely and you will "bring home the bacon." These stars will appear in a number of future pictures, so your advertising at this time will be of double advantage. It will serve for what comes later.

LIVE-WIRE EXHIBITOR ACCESSORIES

Paper
- Two one-sheets
- Two three-sheets
- Two six-sheets

Photos
- Ten 8 x 10 black and white
- Eight 11 x 14 colored gelatin
- Two 22 x 28 colored gelatin
- 8 x 10 photos of star

Cuts and Mats on Production
- Five one-column
- Three two-column
- Two three-column

Stock Cuts and Mats of Star
- Five one-column
- Three two-column
- Two three-column

Rotogravure

Series of Advertising Layouts; Mats

Press Book, with sales talk, card and letter announcements, suggestions for lobby and other displays

Slides

Music Cues

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8. Ad Layouts with Mats
9. Ad Layouts with Mats
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11. Lithographs
12. Production Cuts and Mats
13. Musical Synopsis
14. Advance Publicity
15. Advance Publicity
16. Advance Publicity
17. Advance Publicity
18. Advance Publicity
19. Cast and Synopsis
20. Synopsis Continued

DIRECT BY MAIL ADVERTISING OF "THE GHOST HOUSE"

First Advance Post-card

Dear Madam:

When you were a child, did you ever play around an old house, half-afraid of the ghosts that might come out at any moment? If you did, you will want to see Jack Pickford and Louise Huff in "The Ghost House," coming to the ..... Theatre on ..... If you didn't, you will want to see how other children did it. The photoplay is full of mystery and fun.

Manager.

Second Advance Post-card

Dear Madam:

About the play, "The Ghost House," which was directed by Wm. C. DeMille, let me say to you, please, that the exteriors in this production are truly wonderful, and the DeMille direction insures a photoplay which you cannot afford to miss seeing. The date is ..... at the ..... Theatre. Please tell all of your friends—and come early if you can, to see Jack Pickford and Louise Huff in a beautiful picture.

Manager.

TRY THIS LETTER ON YOUR PATRONS AND WATCH ITS EFFECT

.....

.....

.....

.....:

In "THE GHOST HOUSE," which is to run in this theatre on ..... there is a situation so unique that I feel sure you will wish to hear about it. There isn't a ghost in the picture, and yet both Jack Pickford and Louise Huff and everybody else in the picture think they see ghosts, and Mr. DeMille, the director, has so arranged the exteriors as to give a ghostly and yet fascinating atmosphere—intense—dramatic—full of fun—a truly Paramount Picture.

I would like for you especially to see this production. I want your opinion of it and I would like to hear from you so that I can advise the Paramount officials in New York just what your judgment is. If pictures of this kind please yourself and your family, then we will ask for more of them. At any rate, the college atmosphere, and the mystery of the old (supposedly haunted) house which Mr. Atwell left to his neices is a theme which is full of charm as well, and ought to prove interesting not only to the grown-ups but to the children.

Will you kindly do this for me, so that I can meet your ideas of what is good entertainment, and, meanwhile, let me thank you for the patronage you have already bestowed upon the .....

Yours for Service,

..... Manager.

FOLLOW-UP POST-CARD ON "THE GHOST HOUSE"

Dear Madam:

After we show "THE GHOST HOUSE" at the ..... on ..... we are going to follow this production with others of exceeding merit. I am wondering, however, if you received my letter of the ....., and if so, whether you care to let me know just how you liked the picture.

..... Manager.

For any individual suggestions or letters not found above, write the Service Department.

ADVERTISING SUGGESTIONS ON "THE GHOST HOUSE"

Lobby Display:

This photoplay shows an old house left by a man named Atwell to his neices. Everybody thinks the house is haunted. Why not display a cardboard house with Louise Huff and Jack Pickford in winding sheets creeping up or down the stairs or standing in the lobby looking up at the house, where you can see a ghostly form draped in a sheet at the window. This is sure to arouse the interest of grown-ups as well as children.

Window Display:

"The Ghost House" lends itself to all kinds of window display in the department stores, the furniture stores, the hardware stores, etc. For example, in the department stores, get them to feature a display similar to your lobby display, with a sign reading: "The Ghost House," to be seen this week at the ..... Theatre, did not have such furniture as may be seen in this window. Ours is substantial, seasonable furniture. Nothing ghostly about it."

For the hardware stores, get them to feature a similar display, but have Louise Huff in a winding sheet driving away three burglars, with the sign: "If Miss Huff or Jack Pickford had had a Savage Automatic, they would not have had to frighten away the burglars by pretending that they were ghosts. See "THE GHOST HOUSE" at the ..... Theatre this ....."

For the furniture stores, you can get up similar advertising.

Car Cards:

A picture of Jack Pickford with a winding sheet painted around him by a local artist would be sure to attract the attention of the fans who patronize your trolley cars. The balance of the copy could be devoted exclusively to your announcement, or you could further illustrate your card by a photograph of the lobby display.

Street Display:

A man or a woman, dressed up in a sheet, passing before the windows of a house, built on a float, with a sign on the float asking: "Can you see the ghost," would be sure to attract. Have the inside of the house illumined just enough to show the shadow of the ghost on the window panes.

Newspaper Advertising:

Hook up your newspaper advertising with the window and lobby display as much as possible, so that the GHOST thought is brought up by each piece of advertising that you do on this production.

For special advertising stunts on this production, consult our Service Department.

[illegible] a [illegible] [illegible] [illegible]

JACK PICKFORD'S METEORIC CAREER

Just as some unfortunate men are known as "Mrs. So-and-so's husband," so young Jack Pickford was once famous as "Mary Pickford's brother"--until a few years ago. Recently, however, Jack Pickford has won for himself a unique place in the film world and there are those who insist that Mary will have to look well to her laurels in the months to come.

There is a certain something about both Mary and Jack Pickford--a something impossible to explain in clearer terms than this which endears them to everyone everywhere. Most probably it is the spirit of eternal youth and the joy and fun they put into their work and which shows in every move and gesture and every sparkling Pickford smile.

Both Jack and Mary were born in Toronto, Canada. Jack received his education in the public schools of that city and later at St. Francis Military Academy, New York. As he says himself, since leaving that institution he has received a very liberal education in his stage and screen work. For instance, in "The Ghost House" which is Mr. Pickford's latest Paramount production and which is to be shown at the ..... Theatre on ..... he received a thorough initiation into a college fraternity. "If the real ones are any worse than that", smiled Mr. Pickford the other day, "I'd sure be a non-frat man!"

"Peg Robin" and "The Three of Us" are the most important stage plays in which Jack Pickford worked in juvenile parts before attempting screen work. The latter began with the old Biograph company with which his sister was first associated and where he was given all sorts of roles, from the most insignificant "extra" part to a near-star part.

Soon after his advent to the screen, however, Famous Players Company claimed him and early in this company he appeared with Mary Pickford, Marguerite Clark and others in small roles. It was not long, however, before his genius was "discovered" and he began co-starring with many of the most famous actresses of fildomm-- notably Louise Huff, who still works with him. Mr. Pickford's most famous characterizations were in "The Dummy," "Freckles," from the novel by Gene Stratton Porter, "Great Expectations," "The Varmint" and now "The Ghost House."

Stock Star Cuts and Mats—Jack Pickford and Louise Huff

Issued in Sets of Ten—Consisting of:

Top row—Two three-column cuts and mats
Centre row—Four single-column cuts and mats
Bottom row—Three double-column and one single-column cuts and mats

Always Obtainable At Your Exchange

Advertising Cuts and Mats That Advertise!

If your ad doesn't catch the eye, it doesn't matter how strong is your copy

Six border cuts in two styles and three sizes

1. SINGLE COLUMN HALF-TONE.—This is the best photograph for newspaper reproduction that we could select from a big set—you can't expect it to reproduce like a line cut, but where your paper prints well it is a great little ad.
2. SINGLE COLUMN LINE CUT.—Here is a little cut that can't be lost, no matter what ad. they put over it, under it or at the side. It doesn't look so much like Jack Pickford and Louise Huff as would a good half-tone reproduction, but it will stop the eye quicker that is roving across the page, and it won't print like a blot of ink, as some small half-tones do.
3. DOUBLE COLUMN LINE CUT.—Some people like line cut advertising attention attractors best, and for those people we have prepared the cut on this page, and the only thing that beats it is the triple and the picture itself.
4. DOUBLE COLUMN HALF-TONE.—For those advertisers who are lucky enough to have a good paper, well printed, there is nothing like a half-tone illustration, but be sure it's going to print well.
5. TRIPLE COLUMN LINE-CUT.—Nobody can read your local paper in which your ad. appears and miss this advertisement.
6. TRIPLE COLUMN HALF-TONE.—If you are buying space more than one day or have a good paper well printed—a half-tone is a half-tone, and you can't expect a line drawing to look as much like Jack Pickford and Louise Huff—besides, this is a great ad. cut.

JESSE L. LASKY Presents

JACK PICKFORD and LOUISE HUFF IN "THE GHOST HOUSE"

A Paramount Picture

By Beulah Marie Dix

Directed by Wm. C. De Mille

REMEMBER YOUR FIRST GHOST?

You could put your arm right through it, couldn't you?

Come! Let's go back over the years to "ghost-days" again. See the happiest boy and girl in the happiest little play; a show that will send you home athrill with the spirit of youth.

OTHER ATTRACTIONS

Next Feature

Admission Price

Paramount Theatre

JESSE L. LASKY Presents

Jack Pickford & Louise Huff in "The Ghost House"

By BEULAH MARIE DIX — Directed by WM. C. De MILLE

Did You Ever Sleep in a "Haunted House?"

You can hear the bones rattle yet, can't you? Remember the white-sheeted unearthly spectres that chilled you to your marrow?

Come! Let's live the bygone days again! See the best boy and girl on the screen; let them bring to mind again the escapades of bygone boyhood.

Other Attractions and Musical Programme

Next Feature — Admission Price

PARAMOUNT THEATRE

Don't regard advertising as you would a coat of paint; it's the very *foundation* on which your house rests.

Jesse L. Lasky

presents

JACK PICKFORD & LOUISE HUFF in 'The Ghost House'

Paramount Picture

By Beulah Marie Dix

Directed by Wm. C. DeMille

Spooks! Ted! Spooks! Hear His Bones!

See the happiest boy and girl in the world in the happiest little mystery play ever written. All week at this theatre.

Other Attractions

Next Week's Feature Admission

Paramount Theatre

Jesse L. Lasky presents

JACK PICKFORD AND LOUISE HUFF IN

"The Ghost House"

A Paramount Picture

By Beulah Marie Dix *Directed by Wm. C. DeMille*

Here Comes the Ghost!

Do you believe in spooks? If you've a trace of the boy left in you you'll see this delightful picture. You'll recall the bygone days and you'll go home with some of the vim and "pep" of boyhood regained.

OTHER ATTRACTIONS

Next Week's Feature Admission

Paramount Theatre

Absence of advertising is not best; a house quite empty is a house distressed

JESSE L. LASKY Presents

JACK PICKFORD & LOUISE HUFF in "The Ghost House"

A Paramount Picture

By BEULAH MARIE DIX

Directed by WM. C. DE MILLE

Did You Ever See a Ghost?

Come on, folks! Live the old days over again. Join Jack Pickford in the merriest ghost hunt you saw. He's here all week but if you want a seat you'd better get here early.

Next Week's Feature	*OTHER ATTRACTIONS*	Admission Price

PARAMOUNT THEATRE

Our business would be a sorry thing were it not for the publicity that prods it on

Jesse L. Lasky presents

JACK PICKFORD & LOUISE HUFF in "The Ghost House"

A Paramount Picture

By Beulah Marie Dix — *Directed by Wm. C. DeMille*

Do You Believe in Ghosts? Remember the night you slept in the "haunted house?" Scared, weren't you? Or perhaps you weren't. Anyway, let's go back to the good, old days when you and I were "kids." See this wonderful boy and girl this week at this Theatre, and live the old days over again.

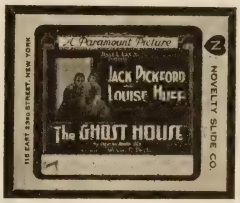
Next Feature	OTHER ATTRACTIONS	Admission Price

Paramount Theatre

An idea, like a ghost, (according to the common idea of a ghost) must be spoken to a little while before it will explain itself

Cover your town with this paper and you will fill every seat at every performance

Always obtainable at your exchange



Slide

Three-sheet

One-sheet

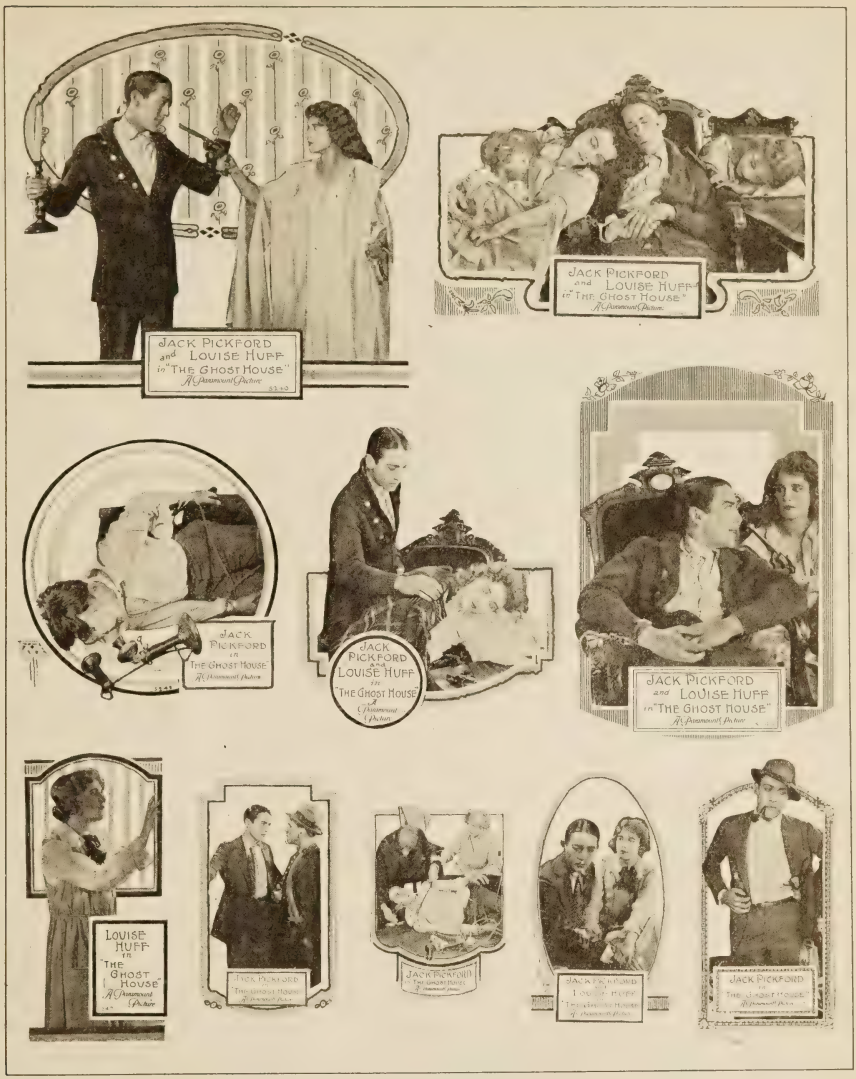
One-sheet

Three-sheet

Six-sheet

Six-sheet

Stock Production Cuts and Mats "THE GHOST HOUSE"



ISSUED IN *SETS* OF *TEN* CONSISTING OF:

Top row—Two three-column cuts and mats
Center row—Three two-column cuts and mats
Bottom row—Five one-column cuts and mats

Always Obtainable at Your Exchange

Musical Synopsis of "The Ghost House"

By JAMES C. BRADFORD

Musical Director, Broadway Theatre, New York City

REEL 1

1. 1½ At screening.....3/4 Allegretto—Minuet—Boccherini
2. 1¼ T. Spud Foster.....4/4 Moderato—Levee Revels—O'Hara
3. 3¼ T. Alice King.....3/4 Moderato—Midsummer Night's Serenade—Albeniz
4. 1¼ D. Lawyer enters room.....6/8 Andantino—Canzonetta—Nicode
5. 2¾ D. Ted enters telegraph office.....2/4 Allegretto—Serenade—Aitken
6. 3¼ D. Spud at door.....4/4 Moderato—March Miniature—Jacobi

REEL 2

7. 2¼ T. The eerie hand of twilight.....4/4 Moderato—Woodland Whispers—Czibulka (1st Part only)
8. 2½ T. Wakeful watching.....4/4 Allegretto moderato—Humoresque Burlesque—Gillet
9. 1½ T. The ghost that whiskey made.....2/4 Allegro—Allegro Agitato—Keifert
10. 3 D. Loise meets Ted.....3/8 Allegretto—Caprice—Pryor (Whistler and His Dog)

REEL 3

11. 1¾ T. The Alarm.....2/4 Allegretto—L'Encore—Herbert
12. 1¾ T. I could help if you'd trust me.....4/4 Moderato—Poppyland—Keifert
13. 3 D. Spud enters home.....4/4 Moderato Mysterioso—Mysterioso No. 2—Minot
14. 2½ T. Old Allan's neices.....3/4 Tempo di Valse—Dodola—Frey

REEL 4

15. 3 T. The morning paper.....2/4 Allegretto—Serenade—Drdla
16. 1¾ D. Boys bind Ted.....2/4 Allegro—Le Retour—Bizet
17. 2½ D. Boys leave Ted.....4/4 Moderato—*A Pal Like You—Kern (From Oh, Boy!)
18. 2 T. Emergency.....2/4 Allegro—Joyeux Meunier—Gillet

REEL 5

19. 2¾ T. Spirits that walk.....4/4 Moderato—Mysterioso—Minot No. 3
20. 1½ D. Forest leaves Garret.....2/4 Allegro—Hurry No. 2—Langey
21. 1½ D. Ted and Lois Alone.....4/4 Moderato—*A Pal Like You—Kern (From Oh, Boy!)
22. 1¾ D. Police enter auto.....2/4 Allegro—Hurry No. 2—Simon
23. 2¾ D. Ted and Loise.....4/4 Moderato—*A Pal Like You—Kern (From Oh, Boy!)

THE END

* Repeated selections.

All selections carried by G. Schirmer, 3 East 43rd Street, New York City.

Jack Pickford and Louise Huff in "Jack and Jill"

By Gardner Hunting
From the Story by Margaret Turnbull
Directed by William D. Taylor

CAST

JACK RANNEY	JACK PICKFORD
MARY DWYER	LOUISE HUFF
"YOUNG" KILROY	LEO HOUCK
"HONEST GEORGE" FRAZEE	DON BAILEY
LOPEZ CABRILLO	J. H. HOLLAND
"CACTUS" JIM	HART HOXIE
SENOR CABRILLO	COL. LENONE
DORIA CABRILLO	BEATRICE BURNHAM

Director . . . William D. Taylor

IN

"Jack and Jill"

The work of Paramount's Exhibitors' *Service* Department is efficient, desirable and without expense to you.

ARE YOU USING IT?

A Paramount Picture

SYNOPSIS

Jack Ranney is a lightweight fighter of the sort that receives about twenty-five dollars a fight--and that not very often. He is anxious to marry Jill, his sweetheart, so called because since their childhood she and Jack have been inseparable, but both agree that they must wait until his bank account is very considerably swelled.

We see them at the opening of the picture, debating the question as to whether they can afford "the movies." That is, Jill is debating, for as usual, she "mothers" Jack and tells him that he ought to get a good meal instead. Just as Jack has persuaded her that he can easily afford it and they are about to enter the theatre, a messenger from the manager of Jack's athletic club runs up to him saying the manager wants to see him. Jack assures Jill that this means a big fight and jubilantly starts off, promising to meet her "after the show."

It seems that the manager and a few of his friends have "framed up" a fight in which a champion fighter is to be knocked out by a newcomer. They will fix it up with the champion to pretend to be knocked out and will divide the money with him. Jack will, on account of his immense conceit, be sure that he has downed the big fellow and will help their bluff. Jack agrees happily to all they say, believing them to be "big men" and reliable. He then rushes off to tell Jill and the two begin upon his training at once.

The fight comes off as had been planned, except that Jack actually did knock his opponent unconscious; the promoters got frightened and told Jack that he had killed the man. The boy, badly frightened, was easily persuaded to accept a mere twenty-five dollars and promised to leave town, writing Jill a note explaining the matter and saying that he'd send for her when the affair had blown over. He is rather pleased with himself than otherwise and the last we see of him in New York, he is holding up his fist, gazing at it approvingly and remarking: "Gee, little old Killer!"

After many adventures, Jack lands at a little town in Texas where he gets a job assisting loading freight on trains. He mixes with the cowboys of the big Yardley ranch and boasts to such an extent about his own deadliness and the way he'd "knocked out his man" back East, that they decide to have some fun with him and give him a real scare.

They arrange with some friendly Mexicans and tell them what they want to do. The Mexicans understand the joke, and agree. In the meantime, however, the leader of a real band of Mexican bandits from across the border overhears the plan and decides to take advantage of it to attack the town.

Back in New York, Jill has found out the truth about the fight and writes Jack, adding that she will arrive almost as soon as her letter. Jack wants to stop her before she reaches the Yardley ranch, for he has been "four-flushing" after his usual fashion and has led Jill to believe that he is at least half owner of the enormous property.

He starts to meet her at the station and the friendly Mexicans, thinking this the signal for their faked attack, line him up against a wall and tell him they are going to "shoot up" the town, beginning with himself.

He refuses to be frightened and proves that his boasted courage is not at all imaginary. Just as the fun is at its height, the real Mexicans ride in and at first the others think them "in on" the game. A very real fight ensues, however, during the course of which Jack is neglected. The friendly Mexicans, seeing their countrymen are in earnest, run over to their side, trying to save themselves.

Seeing that something has gone wrong, Jack falls on his face, pretending to be shot. He manages to crawl to an automobile which is standing nearby and which he says he "can ride" better than a horse, for the city-bred boy is afraid of horses. He warns the men at the Yardley ranch and saves the day. As a reward, and an assurance that there is now no ill feeling, he and Jill are given a house of their own on the ranch and Jack a permanent position. The last we see of the two young "N'Yorkers" they are burying Jack's boxing gloves with great ceremony, Jill having promised never to tell that he is not after all "Jack the Killer."

The ways of the gods are full of providence—but the ways of the successful exhibitor are full of publicity

ways of the gods are full of providence—but the of the successful exhibitor are full of publicity

JACK PICKFORD--A VERSATILE STAR

It is a well known fact that a family usually produces no more than one or at the very most two brilliant members. After that, the children are apt to be mediocre if not actually below the average. But a brilliant exception to this rule has been found. This is the famous Pickford family of which each member has proven a genius, first "little Mary," second her brilliant brother Jack, and third, Lottie, who is a star in her own right.

Of Mary little need be said, while Lottie, too, is well known. Jack Pickford, however, is the latest recruit to the ranks of photoplay stardom from the Pickford family and of him, one of the biggest trade papers recently said: "The natural comment uppermost in the minds of everyone seeing Mr. Pickford's work is that photoplay producers have overlooked a good bet too long.

"With 'Little Mary' holding a place of her own as the only one of her kind among the feminine stars, someone should have seen long ago that the same characteristic would hold good in the male as well as the female branch of the family. There is something peculiarly attractive about Jack Pickford; and we would say that it is the same thing that is peculiarly attractive about his big sister; his lightning change of expression, and their representing to the minutest degree the exact feeling called for."

That the public has recognized this latent talent in young Mr. Pickford is evident from the exceptional list of productions in which he has appeared by popular demand, including: "Seventeen" by Booth Tarkington; "Great Expectations," the famous Dickens novel; "The Dummy," from the stage production; "Freckles," from Gene Stratton-Porter's novel; and numberless other productions.

About nineteen years of age, young Pickford has reached a degree of experience remarkably unusual for one of his age. He has appeared on the stage in "Peg Robin" and "The Three of Us," as well as in numberless old Biograph and other productions with his famous sister in which he took small parts.

Recently Louise Huff has been the co-star in Jack Pickford's photoplays as the combination has proven to be a particularly fortunate one, the two stars working in complete harmony with each other. Their latest production is "Jack and Jill," an appealingly "human" play dealing with the lives of two of New York's waifs. This will be shown at the.....Theatre on.....

JUST WHAT YOU WANT TO KNOW ABOUT "JACK AND JILL"

JACK PICKFORD AND LOUISE HUFF HAVE BECOME ONE OF THE STRONGEST BOX OFFICE STAR COMBINATIONS OF THE AMERICAN MOTION PICTURE THEATRE.

They have appeared together in photoplays written by the most famous authors of England and America, including: Dicken's "Great Expectations"; "Seventeen," by Booth Tarkington; "The Varmint," by Owen Johnson; "Freckles," by Gene Stratton Porter, and others.

"JACK AND JILL" WAS WRITTEN ESPECIALLY FOR JACK PICKFORD AND LOUISE HUFF BY CLEVER MARGARET TURNBULL, ARRANGED FOR THE SCREEN BY GARDNER HUNTING AND DIRECTED BY WILLIAM D. TAYLOR.

Mr. Pickford and Miss Huff both have had many years of experience on the screen and have reached the pinnacle of success where they now stand only by hard work—not reflected glory—for it is well known that Jack's famous sister now has to look well to her laurels, while Miss Huff has no famous relatives from whom she could possibly have derived her success.

In keeping with the ability of the two stars is that of WILLIAM D. TAYLOR, the director of "Jack and Jill," who has been responsible for many of the Pickford-Huff successes, including the well-known school-boy play, "The Varmint," and who also directed the famous "Tale of Two Cities."

TYPICAL AMERICAN BOY AND GIRL, these two young stars have gained a hold on the affection of the American motion picture public seldom equalled. They know how to paint on the screen true pictures of life that find a reflection in the lives of each man or woman in your audiences. Mr. Pickford as "Freckles," Miss Huff as "Estella" in Dicken's immortal "Great Expectations," Jack Pickford as "The Varmint," or as the hero of "Seventeen," are characters that once seen can never be forgotten.

ACCESSORIES
(To Be Obtained at Your Exchange)

Paper
- Two one-sheets
- Two three-sheets
- Two six-sheets

Photos
- Ten 8 x 10 black and white
- Eight 11 x 14 colored gelatin
- Two 22 x 28 colored gelatin
- 8 x 10 photos of star

Cuts and Mats on Production
- Five one-column
- Three two-column
- Two three-column

Stock Cuts and Mats of Star
- Five one-column
- Three two-column
- Two three-column

Rotogravure

Series of Advertising Layouts; Mats

Press Book, with sales talk, card and letter announcements, suggestions for lobby and other displays

Slides

Music Cues

"Jack and Jill" will rank with "Freckles," "Seventeen" and "The Varmint," with the advantage of having been written especially for Jack Pickford and Miss Huff.

Here's the information—now "get it across" to your people to make 'em think they've got to see that particular picture!

CAST

Jack Ranney.....Jack Pickford
Mary Dwyer.....Louise Huff
"Young" Kilroy.....Leo Houck
"Honest George" Frazee....
.....Don Bailey
Lopez Cabrillo.....J. H. Holland
"Cactus" Jim.....Hart Hoxie
Senor Cabrillo.....Col. Lenone
Doria Cabrillo..Beatrice Burnham

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11. Lithographs
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13. Advance Publicity
14. Advance Publicity
15. Advance Publicity
16. Advance Publicity
17. Advance Publicity
18. Cast and Synopsis
19. Synopsis Continued

Advance Post Card No. 1

)ear Madam:

Can you imagine Jack Pickford—the ero of that wonderful one-handed fight in Freckles," as a lightweight prizefighter, /ho must fight his way to financial success t $25.00 a fight until he gets enough ıoney together to marry his sweetheart—ill?

This photoplay, "Jack and Jill," is com-ıg to the ..... Theatre on .....

Manager.

Advance Post Card No. 2

Dear Madam:

"Jack and Jill," a production of which I wrote you a day or two ago, should be as popular with the public as "Seventeen," or any of the wonderful photoplays in which Jack Pickford has recently appeared.

We feel sure you will want to see this production at the ..... Theatre on .....

Manager.

)ear Madam:

The theme of "Jack and Jill," directed by Wm. B. Taylor, in which Jack Pickford is he star, gives this popular young star an opportunity to demonstrate even more than ny of the other photoplays which have preceded this one his ability.

The story starts out with Jack Ranney (Jack Pickford) trying to get enough money ogether to marry his sweetheart, Jill. Jack is a prizefighter of some ability who is ndeavoring to fight his way to success before he marries Jill. A real fight with a Mex-can, during the course of the photoplay, adds to the tenseness of the action and manner n which he finally obtains Jill, thus consummating his happiness, forms one of the nost interesting and exciting photoplays that has yet been seen in the list of Paramount Pictures.

We feel sure you will want to see this picture at our theatre on ....., and hat you will be glad to tell your friends about the production, so that they too may njoy it.

I look forward to a record audience on this picture, so I will appreciate it if you could ıccommodate the management by coming early to the first performance.

Yours very sincerely,

Manager.

Follow Up Post Card

)ear Madam:

You have unquestionably received the notices we have sent out about "Jack and Jill," vith Jack Pickford and Louise Huff.

The production is now running at the ..... Theatre, and we sincerely hope ve may have the privilege of seeing you before it closes on the .....

Manager.

For any additional suggestions or service, kindly address Exhibitors' Service Department, 485 Fifth Avenue, New York.

Advance Post Card No. 2

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Manager.

Lobby Display: The title, "Jack and Jill," conveys so much to children and grown-ups who remember the original story that an old oaken bucket by a country well side, with proper lobby display, might do much to call attention to the production, if to this well and bucket you could add life-size cutout figures of Jack and Jill carrying water up hill. This might give added interest.

Window Display: Your Department and other stores might be willing to feature special window displays of Jack and Jill, either in their little house which they eventually occupy in the photoplay, or along side of a country well, climbing the hillside with buckets of water. The theme is rather unusual for window display, and might lend itself excellently to the sale of kitchen or household utensils, which could be featured in part of the log cabin at the rear of the display.

Street Advertising: If you could mount an enlarged reproduction of one of these window displays on a float with actual people taking the place of Jack and Jill at the well, or climbing a hillside, you will accentuate the plan laid out for the window display and couple up the interests in the float in the minds of those who have seen your lobby and window display advertising. Why not offer a prize for the best window display and then have same reproduced on your float with credit to the store that has made it up.

Newspaper Advertising: Offer to print a cut in the newspaper of the best window display that is gotten up by the town window dressers, thus arousing, not only the interest of your patrons, but of the storekeepers, in vieing with each other to see who can do the subject of "Jack and Jill" the most justice.

Car Cards: Feature the best window display in your town in your car cards, reproducing same with photograph of Jack Pickford and Louise Huff superimposed on the picture of the window display, with a line reading something like this:

"Jack Pickford and Louise Huff are the artists featured in ..... prize window display, to be seen in ..... store all this week.
(Give Address)

"The photoplay will be seen in the ..... Theatre on ....."

MUSIC CUES—

Ask your exchange for them. Your exchange will have them in stock.

For any additional advertising suggestions, kindly write Service Department, 485 Fifth Avenue. New York.

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..... Theatre on .

BIOGRAPHY OF LOUISE HUFF

Louise Huff, co-star with Jack Pickford, as her accents instantly reveal, is a Southerner. She was born in Columbus, Ga., where her family still lives. Miss Huff enjoyed the fun of appearing in local amateur plays so much that she decided to go on the professional stage, despite parental objections and providing, as she suggested, if "anyone could be found who would let me act."

But that someone was not long in arriving upon the scene. It was the manager of a road company presenting "Graustark," who decided that this slight, blonde girl with the rich accent and the big gray eyes would be an ideal ingenue. So it was that Miss Huff made her professional debut in "Graustark" and toured all the principal southern cities in that play. From the road company she graduated to a New York stock theatre and then went to Utica as leading ingenue, playing the lead in "Ben Hur," among many other notable plays in which she appeared.

Then, a little over three years ago, she decided to go into motion pictures and joined the Lubin Company in Philadelphia, soon becoming a star. She has since been starred by two or three companies, and has now been a member of the Paramount forces for many months.

Her first picture with this company was "The Old Homestead," the adaptation of Denman Thompson's celebrated rural play, in which she scored a great personal success as the old farmer's daughter. Later Paramount pictures in which she appeared are "Destiny's Toy," "The Reward of Patience," and the picturization of Booth Tarkington's celebrated humorous novel, "Seventeen," in which she co-starred with Jack Pickford.

Still others are "Great Expectations," "The Lonesome Chap," "Freckles," "What Money Can't Buy," "The Varmint," and "The Ghost House." And now "Jack and Jill," in which, with Jack Pickford, she will be seen at the.....Theatre on.....

A mugwump is a person who cannot see the obvious—which is in this case that the people prefer Paramount Pictures *and want to know about them and their stars*

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Stock Star Cuts and Mats—Jack Pickford and Louise Huff

Issued in sets of ten consisting of:

Top row—Two three-column cuts and mats
Centre row—Four one-column cuts and mats
Bottom row—Three three-column and one one-column cuts and mats

Always obtainable at your exchange

Advertisements That Advertise!

Six border cuts in two styles and three sizes

1. SINGLE COLUMN HALF-TONE.—This is the best photograph for newspaper reproduction that we could select from a big set—you can't expect it to reproduce like a line cut, but where your paper prints well it is a great little ad.
2. SINGLE COLUMN LINE CUT.—Here is a little cut that can't be lost, no matter what ad. they put over it, under it or at the side. It doesn't look so much like Jack Pickford and Louise Huff, as would a good half-tone reproduction, but it will stop the eye quicker that is roving across the page, and it won't print like a blot of ink, as some small half-tones do.
3. DOUBLE COLUMN LINE CUT.—Some people like line cut advertising attention attractors best and for those people we have prepared the cut on this page, and the only thing that beats it is the triple and the picture itself.
4. DOUBLE COLUMN HALF-TONE.—For those advertisers who are lucky enough to have a good paper, well printed, there is nothing like a half-tone illustration, but be sure it's going to print well.
5. TRIPLE COLUMN LINE CUT—Nobody can read your local paper in which your ad. appears and miss this advertisement.
6. TRIPLE COLUMN HALF-TONE.—If you are buying space more than one day or have a good paper well printed—a half-tone is a half-tone, and you can't expect a line drawing to look as much like Jack Pickford and Louise Huff—besides, this is a great ad. cut.

Oliver Morosco Presents

JACK PICKFORD & LOUISE HUFF IN "JACK and JILL"

Scenario by Gardner Hunting
From the Story by
Margaret Turnbull
Directed by Wm. D. Taylor

...8! ...9! ...10! ...Out!! But he wasn't out and thereon hangs the tale. See this great show of life on the East Side of New York and on the great plains of the open West.

Other Attractions

Next Feature
or
Musical Programme

Admission Price

Paramount Theatre

Oliver Morosco Presents

JACK PICKFORD AND LOUISE HUFF in "JACK and JILL"

Scenario by Gardner Hunting
From the Story by Margaret Turnbull
Directed by Wm. D. Taylor

"AW, TAKE YER HAND OFF YER GUN!"

He may be too little to touch or hurt, but he's too big to be impressed! He's a tough bird, is Jack, in this rib-tickler that carries you from the East Side of New York to the waste stretches of New Mexico.

OTHER ATTRACTIONS

NEXT WEEK'S FEATURE
MUSICAL PROGRAMME
ADMISSION PRICE, ETC.

PARAMOUNT THEATRE

Faint heart ne'er won fair lady! And—faint ad ne'er won big business

Advertisements That Advertise!

Six border cuts in two styles and three sizes

[illegible]CLE COLUMN HALF-TONE.—This is the best photograph [illegible] newspaper reproduction that we could select from a big set—[illegible] can't expect it to reproduce like a line cut, but where your [illegible] print well it is a great little ad.

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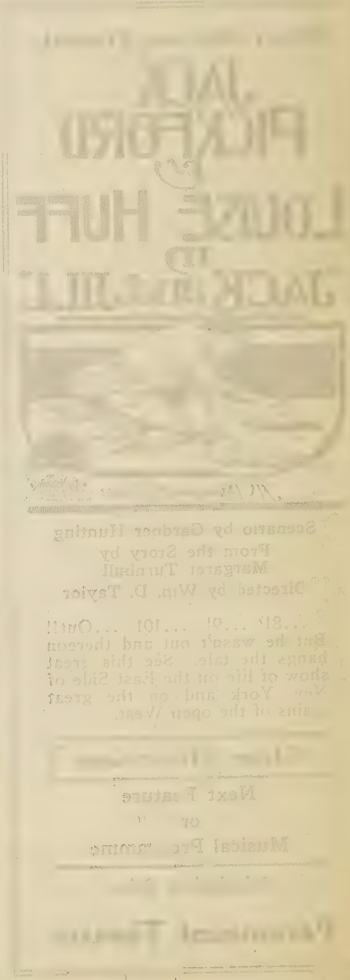


Faint heart ne'er won fair lady! And—faint ad ne'er won big business

Oliver Morosco Presents

JACK PICKFORD AND LOUISE HUFF in "JACK and JILL"

Whoa, boy, whoa!!! See him buck! Watch him roll! Don't miss this corking fine picture of life on the waste stretches of New Mexico and on the East Side of New York.

OTHER ATTRACTIONS

Next Feature

Admission Price

Paramount Theatre

Oliver Morosco Presents

JACK PICKFORD & LOUISE HUFF in "JACK and JILL"

A Paramount Picture

Scenario by Gardner Hunting
From the Story by Margaret Turnbull
Directed by William D. Taylor

The boys of Yardley's Bar X Ranch sat up and took notice when Jack Pickford came to town. He'll **make you sit up and take notice,** too, when you see him in this thriller of East and West.

Boom your other attractions here

Next Feature Admission Price

PARAMOUNT THEATRE

Good advertising is business insurance. Are *your* premiums paid?

Oliver Morosco Presents

JACK PICKFORD AND LOUISE HUFF IN "JACK AND JILL"

A Paramount Picture

Sacred to the Memory of Jack the Killer

You'll double up with laughter; you'll think he's the funniest thing that's landed for many a day!

A picture with backbone; you can't afford to miss this breezy tale of Eastern streets and Western plains.

Scenario by Gardner Hunting — From the Story by Margaret Turnbull

Directed by William D. Taylor

Other Attractions or Musical Programme

Next Week's Feature — Admission Prices

Open from 11 to 11

Paramount Theatre

Again we say—Do they know you have it?

Jesse L. Lasky Presents

JACK PICKFORD AND LOUISE HUFF

IN

"JACK AND JILL"

A Paramount Picture

Sacred to the Memory of Jack the Killer

You'll double up with laughter; you'll think he's the funniest thing that's
ed for many a day!

A picture with backbone; you can't afford to miss this breezy tale of life
d streets and Western plains.

Scenario by Gardner Hunting

From the Story by Margaret Turnbull

Directed by William D. Taylor

Other Attractions or Musical Programme

Admission Prices

Open from 11 to 11

Paramount Theatre

Say— Do they ... you have it?

Oliver Morosco Presents

JACK PICKFORD & LOUISE HUFF IN "JACK and JILL"

By Gardner Hunting From the Story by Margaret Turnbull Directed by Wm. D. Taylor

Where's the Broncho I Can't Bust?

Jack wasn't what you would call an effete Easterner, but a Western bronco was beyond him; so he tried a Ford—and sure made the old "flivver" rock.

There's a backbone in this picture—perhaps it's some of the backbone that carried Jack up to stardom. You mustn't miss it!

HERE'S ROOM TO BOOST YOUR MUSICAL PROGRAMME
Next Week's Feature Admission Price

Paramount Theatre

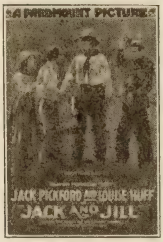
Worth going miles to see—Surely worth advertising!

Cover your town with this paper and you will fill every seat at every performance

Always Obtainable at Your Exchange

Three-sheet

Slide



One-sheet

One-sheet

Three-sheet

Six-sheet

Six-sheet

Stock Production Cuts and Mats—"Jack and Jill"

Issued in Sets of Ten Consisting of:

Top row—Two three-column cuts and mats
Centre row—Three two-column cuts and mats
Bottom row—Five one-column cuts and mats

Always Obtainable At Your Exchange

Press Book and Exhibitors' Aids

Jesse L. Lasky *presents*

JACK PICKFORD

IN

"TOM SAWYER"

By Mark Twain

Scenario by Julia Crawford Ivers *Directed by* William D. Taylor

By arrangement with Mark Twain Co.

A Paramount Picture

THE CAST

TOM SAWYER.....JACK PICKFORD
Sid.....George Hackathorne
Mary.....Alice Marvin
Aunt Polly.....Edythe Chapman
Becky Thatcher.....Clara Horton
Widow Douglas.....Helen Gillmore
Huck Finn.....Robert Gordon
Joe Harper.....Antrom Short
The Director.....Wm. D. Taylor

Music Cues—Printed on Page Six

WHAT YOU WANT TO KNOW ABOUT "TOM SAWYER"

THE STAR IS JACK PICKFORD.

THE STORY IS MARK TWAIN'S "TOM SAWYER," ONE OF HIS MOST FAMOUS.

THE DIRECTOR IS WILLIAM D. TAYLOR.

THE CAST IS—EXCELLENT.

With just these facts, or almost any one of them alone, you would be assured of doing a good business. . . . . But Paramount wants you to do much more than just "good business." We want you to do *the biggest business in your town.*

To help you to do this, we are spending a MILLION DOLLARS. THAT MILLION DOLLARS IS WORKING FOR YOU—JUST YOU. IT IS WORKING IN THREE HUNDRED OF THE BIGGEST NEWSPAPERS OF THE COUNTRY EVERY OTHER DAY. THAT MEANS AN AUDIENCE OF ABOUT 30,000,000 IN ALL!

The million is also working in the big national magazines—such as The Saturday Evening Post, The Ladies' Home Journal, The Cosmopolitan and others. This audience means *at least* another 30,000,000.

In *every* advertisement the public is told to look for the *best* pictures at the theatres bearing our trademark, and the Paramount trademark is prominently displayed.

The next step is to "link up"—and there are three ways of doing that. They are:

Using the Paramount trademark in your newspaper advertisements—
Using the same trademark on the front of your theatre or in the lobby—
By flashing it on the screen inside your theatre.

ACCESSORIES

(To be secured at your Exchange)

Paper
- Two one-sheets
- Two three-sheets
- Two six-sheets

Photos
- Ten 8 x 10 black and white
- Eight 11 x 14 colored gelatine
- Two 22 x 28 colored gelatine
- 8 x 10 photos of star

Cuts and Mats on Production
- Five one-column
- Three two-column
- Two three-column

Stock cuts and Mats of Star
- Five one-column
- Three two-column
- Two three-column

Rotogravure

Series of Advertising Layouts: Mats

Press Book, with sales talk, card and letter announcements, suggestions for lobby and other displays.

Slides **Music Cues**

In other words, this million dollars is being spent to get the public to look for this trademark—

SHOW IT AND GET YOUR MONEY'S WORTH OF THE MILLION!

HERE'S WHAT WE'RE DOING FOR *YOU*—WHAT ARE YOU DOING FOR YOURSELF?

THE PLAYERS

Tom Sawyer.....**Jack Pickford**
Sid.....George Hackathorne
Mary.....Alice Marvin
Aunt Polly.....Edythe Chapman
Becky Thatcher.....Clara Horton
Widow Douglas.....Helen Gillmore
Huck Finn.....Robert Gordon
Joe Harper.....Antrom Short

The Director....Wm. D. Taylor

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ADVERTISING SUGGESTIONS FOR "TOM SAWYER"

Advance Post Card No. 1

Dear Madam:

At the ..... theatre on ..... will be showm "TOM SAWYER"—Mark Twain's famous story, with Jack Pickford in the leading role.

These facts alone, we feel sure, will interest you enough to insure your being present at this showing.

Manager.

Post Card No. 2

Dear Madam:

"TOM SAWYER," the photoplay which is coming to the ..... theatre was filmed in Hannibal, Mo., the town in which Mark Twain lived and where the characters of the story were *real* characters.

Young Jack Pickford, Mary's brother, is the boy who depicts this American youth on the screen in a way which makes us all love him.

The date of the showing is .....

Manager.

SUGGESTED LETTER

Dear Madam:

It is a well-known fact that Mark Twain would never allow his famous book, "TOM SAWYER," to be dramatized, for the reason that he thought it an impossibility to show the white town of Hannibal, Mo., drowsing in the sunshine by the sleepy Mississippi, and the thousand and one details that make his picture so vivid. And indeed he was right—it was impossible to place all that on the narrow confines of any stage, but many marvels have been accomplished through the medium of the screen and the all-seeing eye of the camera.

In this photoplay, the immortal boy hero is masterfully portrayed by Jack Pickford, and all the details go to make up a perfect portrayal of the little Missouri town of the last century, showing the very house in which Mark Twain lived as a boy and the house where Huck Finn lived.

The familiar details from the start, where Tom engages in a fistic combat with one of the goody, goody, dressed-up boys of the town, rolling with him in the dirt, and after making the youngster yell "nuff," chases him clear home under the sheltering wing of his fond mother,—to the finish when, after running away with Huck Finn, he returns home and finds his Aunt Polly planning his funeral service, are excellently portrayed.

We trust you will come early to the showing of this fascinating picture at the ..... theatre on ..... and bring your friends with you.

Yours very sincerely,

Manager.

Follow-up Post Card

Dear Madam:

Just a reminder that Mark Twain's famous story "TOM SAWYER" will be shown at the ..... theatre today.

Don't fail to see this realistic picture, as it is one of the best boy impersonations of Jack Pickford's career.

Manager.

A LETTER FROM JACK PICKFORD ABOUT HIMSELF

Hollywood, Cal.

Dear Friend:-

We've just got back from Hannibal, Missouri, where we filmed scenes for my forthcoming Paramount picture, "Tom Sawyer." Hannibal, you know, is the town where Mark Twain, who wrote "Tom Sawyer," lived, and where the characters of the story were real characters. It was there that we took the river scenes where Tom and Huck took up the life of pirates, returning only in time to help celebrate their own funeral services.

I've always been fond of Mark Twain's writings and Tom has long been a favorite of mine—somehow we seemed to have a great deal in common. He performed so many of the very stunts that I remember in my own boyhood. As for "Cousin Mary" in the story, well, she reminds me vividly of my sister Mary—always scrubbing a fellow's ears or tying his tie over,—I guess they're all alike—big sisters or big cousins.

Mary and I were both born in Toronto, Canada, where also we both appeared in the Toronto stock company before we were ten years old. From then on, both of us have worked our way, step by step, through small parts on the stage to larger ones, and from tiny parts in motion pictures to star positions.

We have both played juvenile parts mostly and I especially have almost without exception appeared in the role of a very young boy. I think it is not only because I look rather young, but because I have not forgotten how it felt to be a boy. As the hero of "Seventeen," Booth Tarkington's famous story, no credit is due me for the success of the production, because I was simply living over adventures that I had gone through not many years before. As "The Dummy" I was a messenger boy admirer of Nick Carter and other great detectives, and I must confess that that role was not difficult for me, either, for to this day I devour detective stories by the volume. "Freckles" is an old favorite of me, and his adventures with "The Angel" and "The Bird Woman" in the Limberlost became mere play. I may mention here that the scenes for "Freckles," which will be remembered as one of Gene Stratton Porter's famous novels, were actually filmed in the famous Limberlost swamp.

In nearly every case we film the story on the location described by the original author and this adds greatly to the joy of the work. I sincerely hope this letter will answer some of your questions and that some day we may meet each other.

Very cordially yours,

(Signed) JACK PICKFORD.

MUSICAL SYNOPSIS
"TOM SAWYER"

By Louis F. Gottschalk

No.	*Min.*	*Title or Description*	*Tempo*	*Suggested Selection*
1	1½	At Screening	3/4 Tempo di Valse	Valse poupee*—*Poldini*
2	1¾-T	Tom Sawyer	4/4 Moderato	Gavotte (Tom Jones Dances)—*German*
3	2¼-T	Aunt Polly	4/4 Moderato	He Will Understand (You're in Love) —*Friml*
4	2½-T	Spare the rod to spile the child	2/4 Allegro	Badinage—*Herbert*
5	3½-T	I dare you to step on that	6/8 Presto	Rondo Capriccioso—*Mendelssohn*
6	1¾-T	The next day is Saturday	3/4 Andante	Manuel Menundez—*Fibiasi*
7	2½-T	At this dark and hopeless moment	3/4 Tempo di Valse	The Firefly Waltz—*Friml*
8	3-T	By the time Ben is tired	4/4 Allegro moderato	Cortege du Serdare—*Iwanow*
9	2¼-T	The fence is all done, aunt	3/4 Allegretto	Serenade—*Pierne*
10	2½-T	A new girl in town	3/4 Valse lente	Sweethearts*—*Herbert*
11	2¼-T	Sunday dawns	4/4 Andante moderato	Soliloquy*—*Tyers*
12	3-T	When Mary finishes	3/4 Tempo di Valse	Valse poupee*—*Poldini*
13	4-T	The children begin to show off	4/4 Andante cantabile	Barcarolle*—Tschaikowsky
14	2¾-T	Monday morning finds Tom	6/8 Moderato	Canzonetta—*Nicode*
15	3½-D	School teacher ringing bell	2/4 Allegro modto	Put Down One and Carry Two (from Babes in Toyland)*—*Herbert*
16	3½-T	I know your name	3/4 Valse lente	Sweethearts*—*Herbert*
17	1½-T	I love you	2/4 Non troppo allegro	Serenade—*Cesek*
18	2-T	Supper time the same day	6/8 Allegro giocoso	Jig and Finale (Gressenhall Suite) *Wood*
19	2¼-T	Far into the night	3/4 Andante	Last Night—*Kjerulf*
20	2¾-T	Two souls with but a single thought	2/4 Allegro	Farandole—*Bizet*
21	2½-D	Boys on the raft	2/4 Modto	Scalp Dance from Indian Love Song —*Lake*
22	2¼-T	The Alarm	4/4 Allegro	Dramatic Allegro No. 1, Vol. 2, *Langey*
23	2-T	Catfish for breakfast	4/4 Allegretto	Mignonette—*Friml*
24	2½-T	Say, I wish the fellows	4/4 Lento con espress.	Till I Wake—*Finden*
25	2½-T	Later; searching for the bodies	4/4 Andante Cantabile	Barcarolle*—*Tschaikowsky*
26	2½-D	When Tom crawls under the bed	3/4 Tempo di Valse	Valse poupee*—*Poldini*
27	2¼-D	When Tom kisses Aunt Polly	4/3 Lento	Elegie—*Massenet*
28	3-T	Then came the day for the funerals	2/4 Moderato	Softly Now the Light of Day, Processional Hymn—*Weber*

MUSIC CUES!

Printed on

Page Six

Those were the days! When Tom and the gang explored the "Old Cave" and Tom and dear little Rebecca got lost—it sticks in your mind doesn't it, it'll stick till the crack of doom. No matter how old you are, or how young you are, you're coming to see Mark Twain's idol of the good old kid days.

Other Attractions, Musical Programme, Next Feature, Admission Prices, etc.

EXHIBITORS' THEATRE

JESSE L. LASKY *presents*

JACK PICKFORD

in

"TOM SAWYER"

by Mark Twain

Scenario by Julia Crawford Ivers — **Directed by Wm. D. Taylor**

By Arrangement with Mark Twain Company

"Come on, Tom! Let me paint some of your fence. I'll give you corksy if you will!" Remember how Tom got the gang to paint his fence and how he got "wealthy" doing it? You call it good "business psychology" now, but you know down in your heart that Tom was a "regular guy". Come! Join the gang again! Get in on this, the best show in a long, long time.

Other Attractions, Musical Programme, Next Feature, Admission Prices, etc.

NAME OF EXHIBITORS' THEATRE

The reason most men don't accomplish more is because they don't advertise more

Jesse L. Lasky *presents*

Jack Pickford

in "Tom Sawyer"

By Mark Twain

Scenario by Julia Crawford Ivers — Directed by William D. Taylor

By arrangement with Mark Twain Co.

Where is your "Rebecca" now? The kid sweetheart that you stood on your head for? Come on! Be a kid again. Join Tom and Huck and the old swimmin' hole gang again. They're all here, all week at this theatre. Come early though, the crowds are coming.

Musical Program, Etc.

Admission Prices

Name of Your Theatre "The Home of Paramount Pictures"

There is only one thing that can make your theatre "the theatre that is advertised in the Saturday Evening Post." That is the Paramount trade-mark, prominently displayed on all your advertising.

Remember the old cemetery? And the swimmin' hole? And the cave that Tom and Rebecca got lost in? Oh! man! Weren't those the days! Suppose you live 'em over again. All of the Mark Twain heroes are here this week — the greatest treat for all the old kids and all the young kids. It's your best chance to live the old days over again. Come—put on your hat.

Musical Program, Etc.

Admission Prices

Name of Exhibitors' Theatre

We'll boost nationally—you furnish the "local point of contact!" Show the Paramount trade mark, that's all.

Ad-cuts and mats that get across—and bring something back

All of these cuts were chosen for their selling power from a large lot of stills.

The one and two column cuts are appealing, economical trade-getters; the three column cuts dominate by sheer force of size and attractiveness.

We have had the half-tones engraved so that they will print well on newspaper under good conditions, but unless your printer uses good ink and paper and is exceptionally conscientious in his work, hesitate before you use a half-tone.

A line cut will print well under almost any conditions.

Jesse L. Lasky *presents*

Jack Pickford
in "Tom Sawyer"

By Mark Twain

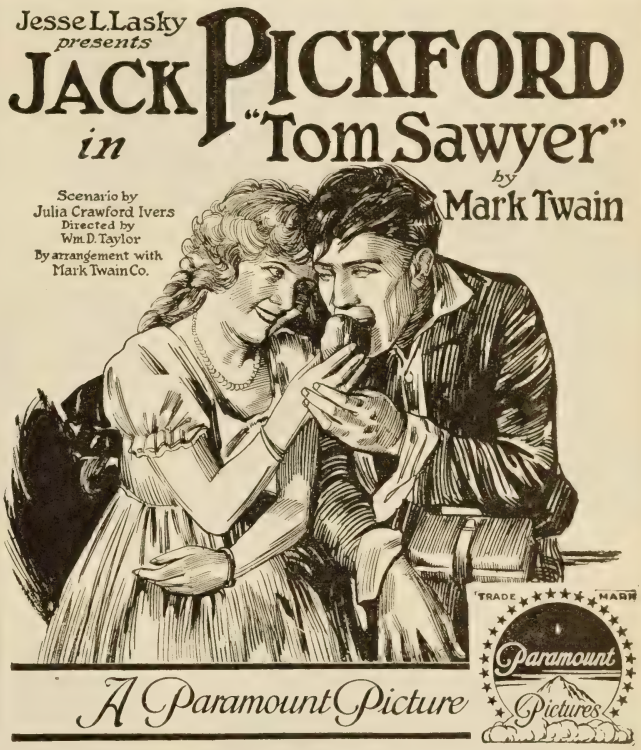
Scenario by Julia Crawford Ivers
Directed by Wm. D. Taylor
By arrangement with Mark Twain Co.

Remember how you hated to have your face washed when you were a kid? Come on, join Tom and Huck and the gang and be kids again. Mark Twain's hero, your hero of other days, has now been brought to life and you can see him again in life. All week at this theatre, but come early.

Musical Program, Etc.

Admission Prices

Exhibitors' Theatre



Gee! wasn't Mark Twain's hero the idol of your young life! "Young rough-neck" you call him now, don't you? But we bet you'll be down to this theatre when your boyhood idol's here. Tom Sawyer is one of our national monuments, and the streak of the boy is in all of us—put on your hat and come.

Musical Program, Etc.

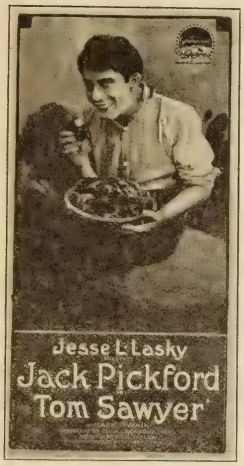
Admission Prices

Name of Exhibitors' Theatre

Lest you forget, we say it yet—hink up!

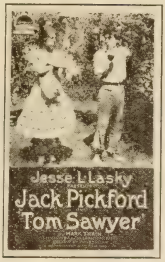
Cover your town with this paper and you will fill every seat on every performance

Always Obtainable at Your Exchange



Three Sheet

Slide



One Sheet

One Sheet

Three Sheet

Six Sheet

Six Sheet

"Tom Sawyer"

This illustration is a layout of the production cuts reduced in size

ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-column Cuts and Mats
Centre Row—Three Two-column Cuts and Mats
Bottom Row—Five One-column Cuts and Mats

Always Obtainable at Your Exchange

Press stories that will interest your patrons if sent out to the newspapers a week or so in advance of "TOM SAWYER"

Immortal Tom Sawyer, Mark Twain's famous hero, the battling, whistling youth who sold out the rights to the irksome job of white-washing a fence for his friends' treasures, while he sat on a barrel and superintended the operation, is coming to town. He will appear at the ..... Theatre on ..... in the person of clever young Jack Pickford, brother of "our Mary," and a boy who knows how to depict American youth on the screen as it has never before been done, incarnating the very spirit of the freckle-faced, whistling lads that all of us know and love, and many of us have been!

MARK TWAIN'S "TOM SAWYER" PLAYED BY JACK PICKFORD AT THE .....

Mark Twain's boy hero, Tom Sawyer, has long held a unique place in literature, and many of his admirers will be glad to hear that clever young Jack Pickford, of Paramount pictures, has at last brought the real Tom to life on the screen. His impersonation is vivid and drawn with the sure masterful touches that he gave to "Freckles"; Booth Tarkington's the hero of "Seventeen;" and "The Dummy." "Tom Sawyer" will be seen at the ..... Theatre on .....

Boys of all ages, from ten to ninety, will welcome the advent of Tom Sawyer, the immortal boy hero of Mark Twain, at the ..... Theatre on ..... No less a star than clever Jack Pickford, brother of the famous Mary Pickford, will take the part. Mr. Pickford has long been an admirer of Mark Twain's, and especially of "Tom Sawyer." He has not forgotten what it was to steal jam or raid the doughnut jar, and better than any other young actor has succeeded in bringing to the screen the very incarnation of American boyhood.

Jack Pickford as Mark Twain's immortal "Tom Sawyer" in a Paramount photoplay of that name, is to appear at the ..... Theatre on ..... This is the latest of a long line of exceptionally successful young boy roles in which Mr. Pickford, the younger brother of "our Mary," has appeared. These are notably: "Seventeen," by Booth Tarkington; "Great Expectations," by Dickens; "Freckles," by Gene Stratton Porter; "The Varmint," by Owen Johnson, and others. As the redoubtable Tom, Mr. Pickford has proved that his doughnut-stealing, jam-eating days are not far behind, or that at least he has not forgotten them, so thoroughly has he injected the very spirit of boyhood through every scene of the picture.

It is a well known fact that Mark Twain would never allow his famous book, "Tom Sawyer," to be dramatized. To get the white town drowsing in the sunshine by the sleepy Mississippi and the thousand and one details that made his picture so vivid seemed an impossibility. And indeed it would have been an impossibility to have placed all that on the narrow confines of any stage. But the motion picture has placed those days far behind and today many marvels are accomplished through the medium of the screen and the all-seeing, all-recording eyes of the camera. The great Paramount company has succeeded at last in bringing to the screen the very incarnation of the immortal boy hero, a role skillfully and masterfully portrayed by Jack Pickford. The scenes were taken in Hannibal, Missouri, the very town of which Mark Twain wrote, and where he spent his boyhood. Thus it is that the "white town drowsing in the sunlight" and all the other details that go to make up a perfect portrayal of the little Missouri town in the last century are to be found in the screen version. Manager ..... of the ..... Theatre has arranged to show "Tom Sawyer" at his theatre beginning on .....

SMALLEST DETAILS FROM MARK TWAIN'S FAMOUS "TOM SAWYER" SHOWN IN PICTURE OF THAT NAME

In "Tom Sawyer," which is coming to the ..... Theatre on ..... Jack Pickford has achieved one of the best boy impersonations of his entire career. The picture was filmed in Hannibal, Missouri, and shows the very house where Mark Twain lived as a boy and the house where Huck Finn, whose real name was Tom Blankership, lived. It is all there,—even to the famous fence which Tom was set to whitewash the morning his friends came to jeer at him but remained to paint the fence,—for which precious privilege they paid to Tom,—do you remember:—

Twelve marbles, a part of a jews-harp, a piece of blue bottled glass, a spool cotton, a key that wouldn't unlock anything, a piece of chalk, a glass stopper, a tin soldier, two tadpoles, a fire cracker, a kitten with one eye, a brass door knob, a dog collar but no dog, a handle of a broken knife, four pieces of orange peel and a piece of an old broken window sash! Director William D. Taylor, who is responsible for the production, and who is noted as a stickler for realism, even shows these "props," and together with Mr. Pickford has made the picture a notable success.

The Service Department has not heard from you.
Write them!

Press stories about the picture and the players that your newspaper will be glad to print a few days in advance or during the showing of "TOM SAWYER"

Jack Pickford's handsome touring car was recently savagely attacked by a Henry (otherwise a Flivver) one morning recently and a large piece bitten from it. The car was overturned, but no one was injured. It cost Jack about a hundred dollars for repairs, however. His only satisfaction is that now the jitney has its engine wrapped around the rear axle. Jack's newest Paramount picture, "Tom Sawyer," from the famous book by Mark Twain, is to be shown at the ..... Theatre on .....

TOM SAWYER A PHOTOPLAY FOR BOYS OF ALL AGES

In his newest Paramount picture, "Tom Sawyer," which is coming to the ..... Theatre on ..... Jack Pickford plays the part of a typical barefooted American boy of the last century, the famous "Tom" of Mark Twain's book. His adventures with Sid and Mary and Aunt Polly and Huck Finn are pictured in full. The way he and the latter escaped to an island in the middle of the Mississippi after a punishment for some of their escapades has also been faithfully pictured. Their return only to be present at their own funeral services, makes a wonderfully fascinating picture that will carry the older "boys" back and both older and younger ones onward toward the goal of real laughter and enjoyment.

MARK TWAIN'S FAMOUS "TOM SAWYER" FILMED AT HANNIBAL, MISSOURI

It is a well known fact that Mark Twain's famous hero, "Tom Sawyer," was in reality a personification of himself during his own boyhood in Hannibal, Missouri. Thus Jack Pickford, who is taking the leading role in the Paramount photoplay of that name at the ..... Theatre this week, finds himself confronted with the double task of making his characterization the "Tom" of the book, and the famous author, Samuel L. Clemens, or Mark Twain, as he was more familiarly known. In order to further create the impression of reality, the Paramount motion picture company, with young Mr. Pickford and William D. Taylor, the director, went to Hannibal, where most of the scenes were taken.

A photoplay of decidedly more than ordinary interest is coming to the ..... Theatre on ..... This is the Paramount filmed version of Mark Twain's celebrated story, "Tom Sawyer," with clever young Jack Pickford as the star.

JACK PICKFORD TO PLAY "TOM SAWYER"

The Chamber of Commerce of Hannibal, Missouri, the town of Mark Twain's boyhood, and of which he wrote in his famous story, "Tom Sawyer," was recently electrified with the news that Jack Pickford, whom with his famous sister Mary, they had often seen on the screen, was coming to their town.

Paramount was making a screen version of the story, and Director William D. Taylor, in his search for realism to the slightest detail, made the long journey from Hollywood, California, to Hannibal with the entire company, for the purpose of taking the scenes in the town where the story was laid.

The house where "Huck Finn" lived with the widow, his guardian, the famous fence which Tom was supposed to whitewash and all the other incidents are there in full. "Tom Sawyer" is to appear at the ..... Theatre on .....

Jack Pickford as "Tom Sawyer" will be seen at the ..... Theatre on ..... in the Paramount picture of that name. The production was filmed in Hannibal, Missouri, scene of Mark Twain's boyhood, and the town he had in mind when he wrote "Tom Sawyer."

Tom Sawyer, Mark Twain's famous boy hero, is to appear on the screen of the ..... Theatre on ..... The role is played by clever Jack Pickford, brother of "our Mary," who has become famous as a portrayer of boy parts in Paramount pictures, such as "Freckles," "The Dummy," "Seventeen" and others. In screening "Tom Sawyer" none of the familiar details have been left out. It is all there, from the start, where Tom "licks" the sissy-boy and steals the jam, to the finish, where he and Huck Finn run away together and return only in time to attend their own funeral services, thus avoiding the well-deserved thrashings.

Jack Pickford, the clever Paramount star who is appearing at the ..... Theatre in "Tom Sawyer," under the direction of William D. Taylor, had a number of scenes where he is supposed to hide under the bed. Jack crawled under the bed during rehearsals, and having nothing on his mind for the time being, fell asleep there, only awaking hours after the studio had closed and Director Taylor and his company departed.

"TOM SAWYER" COMES TO LIFE ON THE SCREEN

Jack Pickford has long been a student and friend of Mark Twain's famous boy hero, "Tom Sawyer," and it is for this reason as well as for the fact that he has become a famous portrayer of boy roles, such as "Freckles," the "Dummy," "Seventeen" and others, that he was chosen by Paramount for the character of Tom.

He isn't so old that he has forgotten the days when he lived breathlessly through the pages of the story, joying with the redoubtable Tom in his adventures or sorrowing with him in his misfortunes. The incident of the whitewashed fence which received three coats, and for which Tom, who was supposed to do it himself, received payment of unlimited marbles, jews-harps, tadpoles and other boys' treasures, has long been a favorite of Mr. Pickford's, and it is faithfully portrayed in the screen version.

The fact that the exterior scenes were taken at Hannibal, Missouri, the very town in which Samuel Clemens, or Mark Twain, as he is better known, wrote, adds to the effectiveness of the production. The river scenes where Tom and the famous Huck Finn escape on a raft and return only in time for their own funeral services was taken at the very spot Mark Twain described, so that could he see the production, he would undoubtedly believe his hero was indeed coming to life before his eyes.

Indeed, there is cause for actual regret that he could not have done so, for it is a well-known fact that during his lifetime, he steadfastly refused to allow "Tom Sawyer" to be dramatized for the stage. It would have been impossible, he said, to catch the "white town drowsing in the sunlight" and the river scenes that figure so often in the story. But the screen has given the dramatizers a broader field in which to attempt their task, and has made possible what was then impossible.

Director William D. Taylor, who has been responsible for most of Mr. Pickford's recent pictures, has given to "Tom Sawyer" the result of his years of experience and a thorough training in the field of motion picture photography and directing. The scenario was written by Julia Crawford Ivers.

Manager ..... of the ..... Theatre has arranged for the presentation of "Tom Sawyer" at his theatre beginning on ..... of ..... week.

THE STORY

Tom Sawyer, that immortal character drawn so vividly by Mark Twain, is a typical boy of a small Missouri town. He is seen with Aunt Polly and his Cousins Sid and Mary at the beginning of the story, as the "mischievous but not mean" member of the family group.

Tom engages in a fistic combat with one of the goody-goody, dressed-up boys of the town, rolling with him in the dirt road, and after making the youngster yell "'nuff," chases him clear home and under the sheltering wing of his fond mother.

Tom hates to go to church as much as most boys of his age, but submits to Cousin Mary's washing of his neck and ears and being dressed up in the hated white collar and flowing tie. He has managed to collect a vast assortment of marbles, tops, kites and other paraphernalia which is usually found in boys' pockets, by the clever trick of selling out the rights to the whitewashing of an irksomely long fence to all of the boys of the neighborhood.

He exchanges these trinkets at the church steps for tickets which the Sunday School scholars have earned by learning Bible verses. Of course Tom hasn't earned any tickets, but discovers that it would be desirable to have a lot of them in order to win a Bible, the presentation of which would be in full view of the entire Sunday School. This he especially covets since one of the members of the Sunday School is pretty Becky Thatcher, the new girl in the neighborhood, whom Tom has charmed by turning handsprings in front of her house.

Alas, however, when the Bible has been presented to Tom and the Superintendent calls on him for facts of Bible history, Tom is in deep water and a curtain is charitably drawn over the remainder of the scene.

When Tom "acts up" in school, he is thoroughly willing to take the punishment because it will consist, he knows, of sitting with the girls. Tom thus has a chance to sit next to the fair Becky and write "I love you" on her slate. When Tom and Becky stay at school at noon instead of going home for lunch, the love affair is about to progress quite happily until Tom's mention of a previous love affair precipitates a quarrel.

Later Tom gets an unjust licking at home that should have gone to Sid. The whole world now seems wrong and everything against him. Joe Harper has met similar reverses of fortune, so the two, together with Huck Finn, the notorious bad boy of the town, manage to secure a raft and sail away for parts unknown, on the bosom of the Mississippi. Landing on an island, they establish pirate headquarters, while frantic mothers and all the men of the town conduct a futile search.

After seeing the boatmen firing off cannons on the river, the boys know that the villagers think them drowned and that the searchers are trying to locate the bodies. Smitten with remorse, Tom sneaks off at night while his comrades are sleeping, swims the river and perpares to leave a note, written on bark, informing his Aunt Polly that he is still alive and not to worry.

But when he arrives at home and finds Aunt Polly with Mrs. Harper planning a funeral service for the boys the following Sunday morning, the streak of boy devil is too strong to resist, so instead of leaving a note, Tom returns to his mates on the island.

He convinces them that a much better finale to their actions is to appear in person at their own funeral. Their supplies are getting low and the life of pirates is beginning to pall on them, so his suggestion is well received and they proceed to enjoy the remaining days of liberty to the full.

When Sunday comes, they hear the first bells, and taking their raft, quietly cross the river and creep into the church so that just as the minister, with tears in his eyes and a sob in his voice, is telling the congregation what good boys Tom and Joe had been in life, they appear.

Aunt Polly is so overjoyed at seeing Tom that she does not lick him right then and there, and Becky Thatcher dries her tears while she and Tom stand up in church to join with the congregation in singing the Doxology.

This is a story that, published with a few of the scene cuts available from your exchange, will bring 'em in by the hundred. Ask your editor to place this story in his Sunday dramatic section the week before you show "Tom Sawyer."

FAMOUS PLAYERS-LASKY CORPORATION

ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*

NEW YORK

List of Paramount Exchanges

DISTRIBUTING

"TOM SAWYER"

Boston, Mass.—10 Shawmut St., Famous Players Film Co. of N. E.

New Haven, Conn.—131 Meadow St., Famous Players Film Co. of N. E.

Portland, Me.—85 Market St., Famous Players Film Co. of N. E.

Sherry, 729 7th Ave., Wm. L. Sherry Feature Film Co.

Buffalo, N. Y.—145 Franklin St., Wm. L. Sherry Feature Film Co.

23rd St.—71 West 23d St., Famous Players Exchange.

Philadelphia, Pa.—1219 Vine St., Famous Players Exchange.

Washington, D. C.—525 13th St., N. W., Famous Players Exchange.

Pittsburgh, Pa.—Penn Ave. and 12th St., Famous Players Film Serv., Inc.

Cleveland, Ohio—Standard Theatre Bldg., Prospect Ave. near 9th Ave., Famous Players Film Serv., Inc.

Chicago, Ill.—220 So. State St., Famous Players Film Serv., Inc.

Cincinnati, Ohio—107 West 3d St., Famous Players Film Serv., Inc.

Detroit, Mich.—278 Jefferson Ave., E., Famous Players Film Serv., Inc.

Kansas City, Mo.—2024 Broadway Kansas City Feature Film Co.

St. Louis, Mo.—3929 Olive St., Kansas City Feature Film Co.

Minneapolis, Minn.—Produce Exchange Bldg., Famous Players Star Feature Film Serv., Inc.

Salt Lake City, Utah—133 East 2d South St., Notable Feature Film Co.

Denver, Colo.—1749 Welton St., Notable Feature Film Co.

San Francisco, Cal.—645 Pacific Bldg., Progressive Motion Picture Co.

Seattle, Wash.—Central Bldg., Progressive Motion Picture Co.

Los Angeles, Cal.—Marsh Strong Bldg., Progressive Motion Picture Co.

Portland, Ore.—9th and Burnside Sts., Progressive Motion Picture Co.

Atlanta, Ga.—51 Luckie St., Southern Paramount Picture Co.

New Orleans, La.—814 Perdido St., Southern Paramount Picture Co.

Dallas, Texas—1902 Commerce St., Texas Paramount Picture Co.

DAVY GLIDDEN	JACK PICKFORD
Adjt. Glidden	G. H. Geldert
Mrs. Glidden	Edythe Chapman
Capt. Jerico Norton	L. N. Wells
John Edwards	Charles Arling
Mrs. Edwards	Virginia Ware
Flora Edwards	Katherine McDonald
Carl Bender	James Farley
Frank Schmale	Seymour Hastings
Tom Brand	William Chester
Susan Brand	Helen Eddy
Thomas Lee	John Burton
Randall Lee	Ashton Dearholt
Corporal Trimble	Tom Bates
Private Butler	J. W. Johnson
Director	Wm. D. Taylor

"THE SPIRIT OF '17"

By **Judge Willis Brown**
Scenario by **Julia Crawford Ivers**
Directed by **William S. Taylor**

A Paramount Picture

A TRIUMPH FOR ORGANIZATION

Without in the least minimizing apparent histrionic ability and well-earned success of stars and supporting casts, it is well to call the attention of exhibitors to the fact that without the united effort of the great producing and distributing organization behind the list of great productions in which Jack Pickford has starred—such photoplay masterpieces might never be produced.

CONSIDER THIS LIST OF PRODUCTIONS and AUTHORS—

"SEVENTEEN" ..... from the novel by Booth Tarkington.
"GREAT EXPECTATIONS" ..... from the classic by Charles Dickens.
"THE DUMMY" ..... from the famous stage success by Harvey J. O'Higgins and Harriet Ford.
"FRECKLES" ..... from the well-known novel by Gene Stratton Porter.
"WHAT MONEY CAN'T BUY" ..... from the pen of the famous dramatist, George Broadhurst.
"THE VARMINT" ..... from the boarding-school book by Owen Johnson.
"THE GHOST HOUSE" ..... of which the Dramatic Mirror says: "It does not contain a dull moment."
"JACK AND JILL" ..... of which the Boston Record says: "His best work since "Seventeen."
"TOM SAWYER" ..... from the world renowned book by Mark Twain.
and last, but by no means least
"THE SPIRIT OF '17" ..... by Judge Willis Brown, famous as the friend of Chicago's young Americanism.

Secure a "Long Run" While the Print is New.

What you want to know about "The Spirit of '17"--A Paramount Picture

STAR ..... JACK PICKFORD who has recently appeared in "Tom Sawyer," Jack and Jill," "The Ghost House," "The Varmint," etc.

DIRECTOR ..... William D. Taylor, director of "Tom Sawyer," "The Varmint," etc.

AUTHOR ..... Judge Willis Brown of the Chicago Juvenile Court.

STORY ..... Timely and unusual. Deals with the subject of labor disturbances originated by German agents and stepped on by a mere boy (Pickford) and a handful of Civil War veterans.

PHOTOGRAPHY ..... By Homer Scott—exteriors especially attractive and several unique interior sets.

CAST ..... Katherine McDonald, leading woman especially beautiful—other popular members Edythe Chapman, L. N. Wells, Helen Eddy, Tom Bates and J. W. Johnson.

MUSIC CUES! — See page Six.

ACCESSORIES
(Obtainable at your Exchange)

Paper
- Two one-sheets
- Two three-sheets
- Two 6-sheets

Photos
- 10 8x10 black and white
- 8 11x14 colored gelatins
- 2 22x28 colored gelatins
- 8x10 photos of star

Cuts and Mats on Production
- Five one-column
- Three two-column
- Two three-column

Stock Cuts and Mats of Star
- Five one-column
- Three two-column
- Two three-column

Rotogravure
Series of Advertising Layouts:
Mats

Press Book with sales talk, card and letter announcements, suggestions for lobby and newspaper publicity stories.

Slides
Music Cues

THE PLAYERS

DAVY GLIDDEN, JACK PICKFORD
Adjt. Glidden....G. H. Geldert
Mrs. Glidden..Edythe Chapman
Capt. Jerico Norton, L. N. Wells
John Edwards..Charles Arling
Mrs. Edwards...Virginia Ware
Flora Edwards, Katherine McDonald
Carl Bender.....James Farley
Frank Schmale, Seymour Hastings
Tom Brand....William Chester
Susan Brand.....Helen Eddy
Thomas Lee.....John Burton
Randall Lee...Ashton Dearholt
Corporal Trimble...Tom Bates
Private Butler...J. W. Johnson

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4. Lithographs
5. Production Cuts and Mats
6. Music Cues
7. Promotional and Lobby Ideas
8. Biographical Sketch
9. Advance Publicity
11. Advance and Current Publicity
13. Advance and Current Publicity
15. Review of Production—for use after first showing
17. Short Reviews and Publicity Stories
19. Cast and Synopsis
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Current Paramount and Art craft Releases and Exchange List on Back Cover

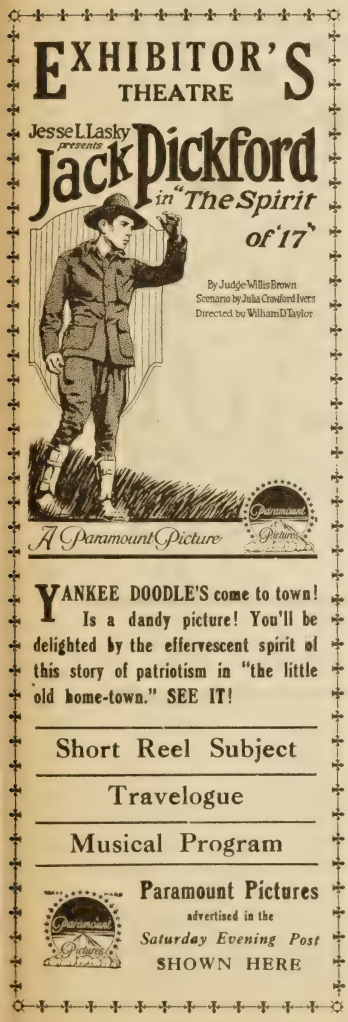
And don't forget to tie up with the Million Dollar Advertising Campaign Simply

By Using The Trademark Everywhere

Ad cuts and mats to make your box-office ring

YOU can sink your message right under their skins with these sparkling illustrations. The spirit of the times will prompt ***everybody*** to stop at them and read your ad. Be sure to use them.

Ask your Exchange for Music Cues



He who advertises has hope, and he who has hope has everything.

EXHIBITOR'S THEATRE

"The Home of Paramount Pictures"

Jesse L. Lasky *presents*

Jack Pickford

in "The Spirit of '17"

By Judge Willis Brown
Scenario by Julia Crawford Ivers
Directed by William D. Taylor

Paramount Pictures

A Paramount Picture

A real live nephew of your Uncle Sam! See Jack Pickford in this bully picture of Yankee Doodle Do-It back here at home.

SHORT REEL FEATURE	TRAVELOGUE

MUSICAL PROGRAM

This is the quality sign. It indentifies the famous Paramount Pictures advertised in the *Saturday Evening Post* and shown in this theatre.

Advertising is the son of foresight, and the father of big business.

ADVERTISING SUGGESTIONS FOR "THE SPIRIT OF '17"

POST CARD NO. 1

(To be sent out 9 days prior to showing)

Dear Madam:

The experiences of Judge Willis Brown of the Chicago Juvenile Court are interwoven between the lines of the exciting love drama which is Jack Pickford's latest contribution to Paramount Pictures, "The Spirit of '17"—coming to the ..... Theatre on .....

Manager.

POST CARD NO. 2

(To be sent out 6 days prior to showing)

Dear Madam:

You might further desire to know that Julia Crawford Ivers wrote the scenario and William D. Taylor directed this latest Jack Pickford offering—"The Spirit of '17"—the *Paramount* Picture which is coming to the ..... Theatre on ..... This insures you a Paramount entertainment because you will doubtless recall some of the excellent past productions of these artists.

Manager.

SUGGESTED LETTER

(To be sent out three days prior to the showing)

Dear Madam:

When Jack Pickford was asked concerning "The Spirit of '17" he jumped at the opportunity to do this picture because it gave latitude to not only act but to convey a lesson.

This Paramount Picture was written by Judge Willis Brown of the Chicago Juvenile Court—of whom you have doubtless heard. He and Judge Lindsey have been foremost in the movement to alleviate conditions in the prisons and houses of correction.

Hence Judge Brown's conclusions as to the treatment of juvenile offenders together with his delicate and extremely interesting love story—not to mention the labor situations and German-agent complications—offer you one of the most compelling and heart interest photoplays of recent months.

We expectantly look forward to your attendance during the running of this play which will appear on the screen of this theatre on .....; and meanwhile we take this opportunity of thanking you for the patronage you have extended to our management in the past.

Yours sincerely,

Manager.

FOLLOW UP POST CARD

(To be sent out the day of the showing of the day before)

Dear Madam:

As a matter of good service to our patrons, we are reminding them of the excellent Paramount Picture—"The Spirit of '17"—with Jack Pickford, which is appearing today in the ..... Would you do us the courtesy to tell your friends and ask them if possible to come early because the present attendance indicates a full house at every performance?

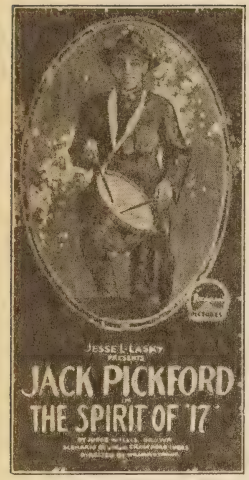
Manager.

Cover your town with this paper and you will fill every seat on every performance

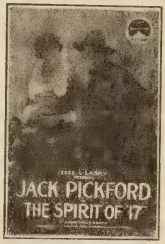
---

Always obtainable at your Exchange

SLIDE

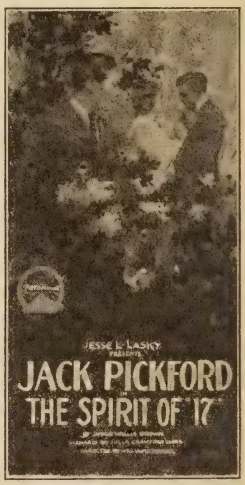


Three Sheet



One Sheet

One Sheet



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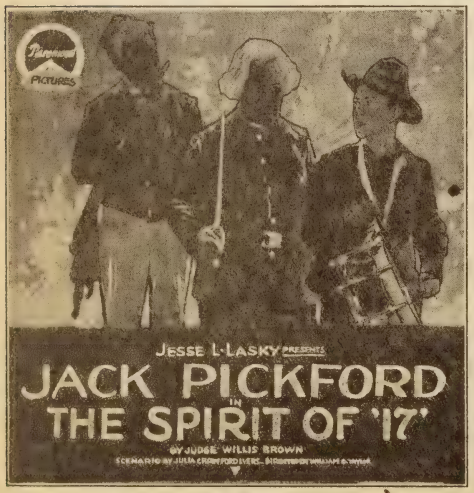

Six Sheet

Six Sheet

Jack Pickford in "The Spirit of '17"

ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-column Cuts and Mats
Centre Row—Three Two-column Cuts and Mats
Bottom Row—Five One-column Cuts and Mats

Reduced as Shown Above **Always Obtainable at Your Exchange**

"THE SPIRIT OF '17"

Musical Synopsis By Louis F. Gottschalk

★—★—★

No.	Min.	Title or Description.		Tempo	Suggested Selections.
1	2½	At Screening	2-4	March	Boy Scouts—Henneberg*
2	3¼-T	Davy, the adjutant's only son	3-4	Lento	Visions—Tschaikowsky
3	1-T	I promised the Boy Scouts	4-4	Allegretto	Gavotte Souvenir—Herzbe
4	2¼-T	On my honor I will do	2-4	March	Boy Scouts—Henneberg*
5	2¼-T	A few miles from the Soldiers' Home	3-4	Allegretto	Serenade—Pierne
6	1-T	Two of the discontented	2-4	Moderato	Dramatic Agitato No. 38—Minot
7	2-T	So you are drafted, eh?	4-4	Tempo di Marcia	Marche Minature—Jacobi
8	1½-T	Flora, if I hurry and grow up	3-4	Tempo di Valse	Morning Glory—Thayne*
		REEL 2			
9	2-T	Of course they can't serve	2-4	March	Patrol of the Scouts—Boccalari*
10	2-T	Assuming the role of spokesman	4-4	Molto modto	Dramatic Andante—Berge*
11	2½-T	With the morning's mail	2-4	Allegretto	Canzonetta—Godard
12	2-T	Well, run along, Davy	3-4	Tempo di Valse	Petite Bijouterie—Bohm
13	2¼-T	But Davy's goddess	4-4	Allegretto grazioso	Caprice Annette—Borch
14	2½-T	Brand, the powder man	4-4	Molto modto	Dramatic andante—Berge*
		REEL 3			
15	2¼-T	All the next day, Davy grieves	3-4	Valse lente	Tendre Amour—Roberts*
16	1¼-D	When band is seen marching	2-4	March	Boy Scouts—Henneberg*
17	2-T	On the way to see Flora	2-4	Allegro	Farandale—Bizet
18	2¾-T	He'll be back again tomorrow	2-4	Allegretto scherzando	A Baton's Rompus—Gillet
19	2½-T	The owners are getting immensely rich	3-4	Tempo di Valse	Morning Glory—Thayne*
20	1¾-T	That evening	4-4	Allegretto	Gavotte souvenir—Herzberg
		REEL 4			
21	2½-T	Davy and the Captain go scouting	6-8	Allegretto	Whistler and his Dog—Pryor
22	2½-T	Say, Captain—you know how	4-4	Un pen allegramente	Marche Burlesque—Gill
23	2-T	Davy accompanies Flora	3-4	Valse lente	Tendre Amour—Roberts*
24	3-T	Men, you know this can't be done	4-4	Grave	Dramatic tension No. 9—Andino
25	2-T	We'll have Brand fire when	2-4	March	Patrol of the Scouts—Boccalari*
26	2-T	Go to Edwards	2-4	Modto grazioso	Intermezzo—Huerter
27	3¼-T	It is pretty serious, but	6-8	Presto	Rondo Capriccioso—Mendelssohn
		REEL 5			
28	1¼-T	There'll be hell popping	2-4	Allegro	Allegro agitato—Kiefert*
29	2-T	Forward—March!	2-4	March	Boy Scouts—Henneberg*
30	2½-T	A cave-in on the	3-4	Appassionato	Appassionato No. 40—Lorch
31	2¼-T	You must stop it	2-4	Allegro	Allegro agitato—Kiefert*
32	1¾-T	Oh, Davy, Davy boy	3-4	Valse lente	Tendre Amour—Roberts*
33	1½-T	Then comes the public recognition	2-4	March	Bou Scouts—Henneberg*

Note: *For repeated solutions—A in No. 16 volley saluting our flag.

In No. 29 fife and drum in evidence.

ADVERTISING SUGGESTIONS FOR "THE SPIRIT OF '17"

LOBBY DISPLAY This story has to deal with the activities of a Boy Scout who saves a situation due to the machinations of German Secret Agents. He co-operates with Grand Army Veterans in accomplishing this result. The photoplay has all the range of advertising possibilities—from those of the Grand Army; old swords, guns, etc., to Boy Scout equipment—to say nothing of hardward display, such as might be used by miners. For example, you could have your display (if your policy permits) suggesting the entrance of the mine where the strike occurs, with cut outs of Jack Pickford leading Grand Army veterans against the mob of strikers.

One of the most striking lobby displays we have seen recently was in the Garrick Theatre, Minneapolis, where the regular lithographs are cut out; pasted on cardboard backing; with hand drawn lettering. For first run houses, particularly, this method of handling lobby display is most attractive, especially if the artist's brush is used to liven the coloring of the lithographs.

In other localities—especially in second, third and fourth run houses, the lobbies permit of artistic decoration. In such localities, cut outs and special fixtures pay handsome dividends on the investment.

STREET DISPLAY A boy in Boy Scout uniform beating a drum, accompanied by men in Grand Army uniform with a banner calling attention to "The Spirit of '17" would undoubtedly draw much attention to your performance of this photoplay in your theatre. Try it. One of the "vets" could carry a banner; another could be beating a large sized drum; while the boy might carry his little drum and beat it lustily. The advertisement for your theatre would get most of your town talking about the unusual procession.

WINDOW DISPLAY We have already spoken of the possibilities of this picture for window display. This is a subject to which the exhibitors are paying more and more attention. They find that the merchant sells more goods—and the exhibitor sells more tickets. One of the exhibitors said to us recently: "I wouldn't have time to pay any attention to these window displays. They would be a great thing for my theatre. Yes. But who would take the time to devote to the subject?" The question is not: "We can't do it." The proposition for you to consider is: "Do it now." This window display advertising will pay you. The more you look into it, the more you will see its possibilities. Let us know when you have started; tell us how far you got the first time; perhaps we may be able to supply you with an excellent idea for your next production that some live exhibitor has conceived on this particular coming production. It's worth the try. Try it.

FOR ADDITIONAL SUGGESTIONS APPLY TO EXHIBITORS SERVICE DEPARTMENT, 485 5th AVE.

JACK PICKFORD SPEAKS FOR HIMSELF.

"Being a celebrity's brother and acquiring one's fame, second hand as it were, is commencing to wear on my iron nerves," said Jack Pickford, the clever young Paramount star who is now appearing at the .....Theatre in "The Spirit of '17", the other day.

He went on to tell of an incident that happened while he was watching his famous sister in "The Little Princess" at a motion picture theatre recently. Some worthy ladies behind him were discussing Mary; one in particular seeming to be an authority on the subject of the Pickford family in general and Jack in particular. Jack, like the mischievous lad he really is, thoroughly enjoyed hearing all about himself and family until suddenly he overheard this remark:

"They do say that the little brother, Jack ,who is about ten years old, is a regular terror. I heard he puts mice in Mary's slippers 'most every day or something. I saw him in 'The Dummy'—he looked quiet enough then, land knows, but you can't tell about those angelic looking children...."

"The rest was lost to me," Mr. Pickford said, chuckling, "for by the time she'd finished I was well outside the theatre, holding my sides and with tears of laughter running down my cheeks. Of course I know I have a young looking face and can, like Mary, make up as a child easily, but I had no idea the effect was so—er—striking!

"The fact of the matter is, that we have such good times at home all the time, and 'jolly' each other so much, that acting young is really not acting at all for us-althoough I want to place myself on record here and now as not guilty of putting mice in Mary's slippers. In fact, I never did do it."

When asked about his career, young Mr. Pickford became suddenly noncommittal and about as communicative as the average sundial in the shade, refusing to expand even under the warm sunshine of our most beguiling smile.

We gleaned however, that he had made his debut in this world at Toronto, Canada, following it after very few years with a stage debut, playing child parts with Chauncey Olcott in "Peg Robin" and "The Three of Us," Jack spent his leisure hours in school, notably St. Francis Military Academy in New York City. He began his motion picture career in 1909 with the old Biograph company, since then, has spent most of his time at Hollywood, California, where he has made numerous Paramount pictures, appearing usually with Louise Huff.

ADVANCE STORIES

Newspaper shorts to be sent out in advance of the showing of "THE SPIRIT OF 17"

Judge Willis Brown of the Chicago Juvenile Court is one of the newest comers to the field of photoplay writing. Being a keen student of human nature and particularly child nature, he is ably fitted for this task and has constructed a Paramount photoplay for Jack Pickford which bids fair to be an overwhelming success and one of that stars most popular pictures. Julia Crawford Ivers, long noted as a scenario writer, arranged the production for the screen and it was directed by William D. Taylor. "The Spirit of '17" is a patriotic production which Manager.....of the.....Theatre will present on.....

The story of a patriotic young American who, together with several veterans of the Civil War rescues the whole township from an impending disaster and the perils of a strike at the mines, "The Spirit of '17" furnishes clever young Jack Pickford (brother of our Mary) with a screen success which brings out his very best work. Written by Judge Willis Brown of the Chicago Juvenile Court, arranged for the screen by Julia Crawford Ivers, "The Spirit of '17" was directed by William D. Taylor who has been responsible for many of Jack Pickford's recent Paramount successes, such as "The Varmint," "Jack and Jill," and "Tom Sawyer." "The Spirit of '17" will appear for the first time in this town at.....Theatre, on.....

As a basis for "The Spirit of'17," in which Jack Pickford is to star at the.....Theatre on....., Judge Willis Brown, the author, has employed an exceedingly timely theme, dealing with the labor agitations that are now causing so much trouble throughout our country. "The Spirit of '17" has its locale in the copper mining district, near which is situated an Old Soldiers' Home. Trouble is caused in the town as a result of the work of German agents, and young Davy Gliddens (Jack Pickford), conceives the novel idea of mobilizing the forces of the Old Soldiers' Home to defend the town until the regular troops can be summoned. A splendid cast and the excellent direction of William D. Taylor, have added their full quota of success to Mr. Pickford's newest picture.

ADVANCE AND CURRENT STORIES

Newspaper stories to be used before or during the showing of "THE SPIRIT OF '17"

The picture at the.....Theatre today is Jack Pickford's latest Paramount offering, "The Spirit of '17," in which the clever young star portrays Davy Glidden, a patriotic youngster of the middle west, who with the help of a number of worn out old veterans of the Civil War, saves his town from German spies who attempt to blow up a mine and who also have incited a strike. The production is an interesting one in photoplay history and one of the best the clever young star has done in some time. It was written by Judge Willis Brown of the Chicago Juvenile Court and arranged for the screen by Julia Crawford Ivers. The director, William D. Taylor, has spared no pains in presenting the photoplay and the photography, settings, lighting and other requirements are fully up to the Paramount standards.

One of the most interesting recent announcements for followers of the screen world activities comes from the.....Theatre to the effect that Judge Willis Brown, of the Chicago Juvenile Court is the latest recruit to the ranks of Paramount scenario-writers and has written an original story for Jack Pickford. This is called "The Spirit of '17" and was arranged for the screen by Julia Crawford Ivers. It is to be shown at that Theatre on .....

Jack Pickford, the talented brother of "our Mary" is to appear at the.....Theatre in "The Spirit of '17" on..... This is an original story written by Judge Willis Brown of the Chicago Juvenile Court and arranged for the screen by Julia Crawford Ivers. Dealing with one of the most important problems of the present economical crisis, "The Spirit of '17" shows the clever young star in an altogether new light and offers him as yet unguessed of opportunity to display his talent.

With a splendid cast, an exceptionally good director, William D. Taylor, Jack Pickford's newest Paramount picture, "The Spirit of '17," is a Paramount production of even more than usual interest. The story deals with the economic situation in this country and a phase which cannot be too much emphasized—the part played by the "enemy aliens" in arousing unrest and dissatisfaction among the laboring classes. Withal, there is a love story of extremely romantic sort and it is sure that "The Spirit of '17" which will be shown on..... at the.....Theatre will be extremely popular.

Newspaper stories to be used before or during the showing of "THE SPIRIT OF '17"

Long years hence the "Spirit of '17" will be recalled with a thrill that cannot be expressed in words. Whether we cross "over there" or whether we remain at home, steadfastly and determinedly doing our bit, the spirit that has aroused this great nation and sent its men and its money to fight for the world's future, will win and the men and the women of the future will turn to us.

It is but natural that this spirit should be reflected in the literature, the drama, the screen and the life of today, and so it is in Judge Willis Brown's new photoplay in which clever Jack Pickford is starring at the.....Theatre.

Following his appearance in Mark Twain's celebrated story, "Tom Sawyer," Jack Pickford's next photoplay will be "The Spirit of '17" which was written by Judge Willis Brown, of the Chicago Juvenile Court, arranged for the screen by Julia Crawford Ivers and directed by William D. Taylor. "The Spirit of '17" which is the attraction at the .....Theatre is a strongly patriotic photoplay, but differing widely from any of the recent so-called "war pictures."

JUDGE WILLIS BROWN OF CHICAGO JUVENILE COURT WRITES ORIGINAL PHOTOPLAY FOR JACK PICKFORD.

The basis for "The Spirit of'17" in which Jack Pickford is starring at the.....Theatre is an exceedingly timely theme--namely, the present labor situation and the varying agitations that are causing so much trouble throughout the country. "The Spirit of '17" has its locale in the copper mining district, near which is situated the town where the whole action takes place. Jack Pickford as the hero, conceives the original and extremely effective idea of mobilizing the forces of the veteran inmates of the Old Soldiers' Home both to end the labor trouble and strike and to stimulate recruiting. How both are accomplished is shown in this extremely interesting picture, the story of which was written by Judge Willis Brown, of the Chicago Juvenile Court.

REVIEW

Authentic Review of the production for your newspaper, for use day after first showing giving information about the star author. director. storv. etc

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JACK PICKFORD STARS IN PATRIOTIC FILM.

.....Theatre Presents Delightful Characterization By Popular Star in Story Written by Judge Willis Brown of Chicago Juvenile Court.

"The Spirit of '17," which is Jack Pickford's newest Paramount starring vehicle, affords that popular portrayer of America's boyhood a brand new type of photoplay. Written by Judge Willis Brown of the Chicago Juvenile Court and directed by William D. Taylor, "The Spirit of '17" is an attraction of more than usual interest.

As Davy Glidden, son of Superintendent Glidden of the Old Soldiers' Home, Jack catapults onto the screen in the wake of old Captain Jerico Norton, a worn but sturdy veteran of the Civil war. The two are firm friends and inseparable; thus, when Davy discovers real spies in their peaceful little middle west home town, it is to the Captain that he hurries for help and advice.

A handful of veterans, stealthily getting out their rusty muskets and swords, prepare to handle the matter, under the leadership of the Captain and Davy. The latter with his toy drum accompanies Private Butler, the valient fifer of many a battle in the Civil war, and the old men, led by Davy and the Captain with Private Butler, enter the town and succeed in dispersing the strikers.

Flora Edwards, the daughter of the Superintendent of the Mine, and although much older than Davy, one of his firmest friends, not knowing that Davy and the old men have saved the day, sets out by herself to summon aid. How she is picked up by young Lee Randall, in his racing car and how they escape the angry mob and make their way back to Flora's home, is vividly pictured. Young Lee has lost his standing with Flora by his general carelessness and especially his failure to volunteer his services to help his country in its hour of need.

The two young people effect a reconciliation however, when Randall, sincerely touched by the bravery of the handful of old men and the boy, offers to volunteer at once. Throughout the entire production, Mr. Pickford's acting is more than usually brilliant, and the excellent direction of William D. Taylor, the photographic effects and the splendid cast have each contributed a large measure to the success of the production.

SHORT REVIEW AND PUBLICITY STORY

Designed for use in your newspapers after the first showing of "THE SPIRIT OF '17"

The idea that just because a man is old enough to be a veteran in a Home for Old Soldiers he is no longer fit for active service, is dissipated in "The Spirit of '17" in which Jack Pickford is appearing as star at the.....Theatre.

It is shown by the author, Judge Willis Brown of the Chicago Juvenile Court, in this, his first venture into screenland, that as long as a man has the necessary courage and can still shoulder a musket, he is good enough to defend a town. The idea arises when the youth typified by Mr. Pickford in the story, finds the workmen in his town in danger of being led into a violent strike by German agents.

He invokes the aid of a company formed from the ranks of the men who once before had fought for their country and its cause; the veterans with pride and hearts again singing with the bouyant spirit of youth-time, march into the breach and stop the foreign cohorts in their attempted marauding until the hastily summoned militia can arrive.

Mr. Pickford's work is especially good as "Davy Glidden" while that of the excellent cast, including Katherine McDonald, Edythe Chapman, Jack Johnson and Helen Eddy is remarkably in accord with the excellence of the entire production.

Stories of slackers and heroes and stay-at-homes as well as of soldiers have been rife on the screen recently, but it has remained for Judge Willis Brown of the Chicago Juvenile Court and Jack Pickford to write and act in respectively, a photoplay dealing with "The Spirit of '17," in which Jack Pickford is starring at the..... Theatre this week, veterans of the Civil and Spanish American wars play a prominent part. The splendid cast which supports Mr. Pickford includes Katherine McDonald, Edythe Chapman, Helen Eddy, J. W. Johnson and L. N. Wells, as well as the work of Mr. William D. Taylor, the director, deserves special commendation.

Scenic effects of exceptional beauty have been secured by cameraman Homer Scott. Julia Crawford Ivers, who arranged the story for screen presentation, has done several of young Mr. Pickford's recent scenarios, including "Tom Sawyer" in which he scored a signal success.

For Exhibitor's information or house organ; - the players and the story of "THE SPIRIT OF '17"

THE PLAYERS.

THE STORY.

Davy Glidden, son of Superintendent Glidden of the Old Soldiers' Home, is a patriotic, lovable youngster of about thirteen, fond of listening to the stories of the old soldiers, and an active member of the Boy Scouts. The Soldiers' Home is situated on the outskirts of a little western town, and not far from the Big Top Copper Mine.

Davy's particular idol is Captain Jerico Norton, an old soldier of about seventy-five years, who still retains his military bearing and is a leader among the others. He loves nothing better than to regale Davy wth tales of the Civil and Spanish American wars, in both of which he was a volunteer.

One day Mrs. John Edwards and her daughter Flora, wife and daughter of the Superintendent of the mine, arrive at the Home to pay Mrs. Glidden a visit. Davy is secretly overjoyed, for he has long worshipped Flora from afar although she is a much older girl than himself. They two walk about the grounds and listen to the Captain's stories while their mothers are talking.

The Captain's stories are often about spies these days, and it is possibly that fact which arouses Davy's suspicions that evening when he sees two men skulking about in the vicinity of the mine. A little later he sees an aeroplane rise from the very spot where he heard the men. Hurrying back to the Captain, Davy tells him what he has seen and the two plan to watch from the same spot the following night.

Sure enough, at the same time the two men appear and confer in undertones. The Captain recognizes them as Carl Bender and Frank Schmale, two men who have posed as Swiss citizens but who are in reality German spies. They overhear Bender saying that on Tuesday the strike will be called, and Schmale picturesquely adds that "Hell will be popping." The Captain confides to Davy that he has long been suspicious of these two men, and believed that the restlessness and dissatisfaction at the mines was caused by German influence.

Davy's cup of joy at the adventure and having a really important secret with the old Captain would have been full had he not discovered shortly afterwards that his beloved Flora was tremendously fond of young Tom Randall, son of the mine owner and a rather worthless youth of the idle rich class.

When Tuesday arrived, however, the boy was ready for the adventure. Mr. Edwards, Flora's father, and the superintendent of the mine were amazed to see his employees gathering, most of them armed and all muttering and angry, around the town. In the meantime, out at the Home, the old soldiers are making great secret preparations, to avert the strike. Corporal Trimble and Private Butler, the latter having played the fife in many battles, prepare to lead the old men.

Davy himself gets out his drum and when all are ready the company marches gallantly off with Davy and Private Butler at the head. They surround the strikers and succeed in frightening them into surrender and quieting the more unruly. Having accomplished this, the brave old fellows march out the weary miles to the mine where the mere sight of them and the sound of their martial music causes the rest of the strikers there to surrender in dismay.

In the meantime Flora sets out by herself to get help. Fortunately she meets young Randall in his machine who gets her away from the angry strikers. Later, when Mr. Randall and Mr. Edwards and Davy's own dad, learn of the boy's heroism and the bravery of the old men, they can only look their gratitude, for their hearts are too full for mere words. The mine has been saved and the strike averted by their bravery. Davy's happiness is made complete when Flora kisses him and assures him that she "loves him more than Randall" although at the same time extending her hand behind her to young Randall who has been induced to volunteer on realizing the heroism of these men and Davy.

Current Paramount and Artcraft Releases

Lina Cavalieri .... THE ETERNAL TEMPTRESS
Sessue Hayakawa ..... THE SECRET GAME
Billie Burke ..... THE LAND OF PROMISE
Jack Pickford ..... TOM SAWYER
Wallace Reid ..... NAN OF MUSIC MOUNTAIN
Vivian Martin ..... THE FAIR BARBARIAN
Dorothy Dalton ..... LOVE LETTERS
Charles Ray ..... HIS MOTHER'S BOY
Marguerite Clark ..... THE SEVEN SWANS
Pauline Frederick ..... MRS. DANE'S DEFENSE
George Beban..JULES OF THE STRONG HEART
Jack Pickford ..... THE SPIRIT OF '17
Wallace Reid ..... RIMROCK JONES
Blackton's ..... THE WORLD FOR SALE
Julian Eltinge ..... THE WIDOW'S MIGHT
Charles Ray ..... THE HIRED MAN

Geraldine Farrar .....
..... THE DEVIL STONE

Douglas Fairbanks .....
.A MODERN MUSKETEER

Elsie Ferguson .....
...ROSE OF THE WORLD

William S. Hart .....
.....DEAD OR ALIVE

Mary Pickford .....
..... STELLA MARIS

PARAMOUNT and ARTCRAFT
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85 Market Street.

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729 Seventh Avenue.

BUFFALO, N. Y.
145 Franklin Street.

NEW YORK CITY, N. Y.
71 West 23rd Street.

PHILADELPHIA, Pa.
1219 Vine Street.

WASHINGTON, D. C.
525 Thirteenth Street.

PITTSBURGH, Pa.
Penn Ave. & 12th Street.

CLEVELAND, Ohio
Standard Theatre Bldg.,
Prospect Ave., near 9th.

CHICAGO, Ill.
220 S. State Street.

CINCINNATI, Ohio
107 West 3rd Street.

DETROIT, Mich.
278 Jefferson Ave.

KANSAS CITY, Mo.
2024 Broadway.

DES MOINES, Iowa
Utica Theatre Bldg.

ST. LOUIS, Mo.
3929 Olive Street.

BUTTE, Mont.
403 S. Main Street.

MINNEAPOLIS, Minn.
Produce Exchange Bldg.

SALT LAKE CITY, Utah
133 East 2nd South St.

DENVER, Colo.
1749 Welton Street.

SAN FRANCISCO, Cal.
645 Pacific Bldg.

SEATTLE, Wash.
Central Bldg.

LOS ANGELES, Cal.
Marsh-Strong Bldg.

PORTLAND, Ore.
9th and Burnside Streets.

ATLANTA, Ga.
51 Luckie Street.

NEW ORLEANS, La.
814 Perdido Street.

DALLAS, Texas.
1902 Commerce Street.

OMAHA, Neb.
Romley Bldg.

CANADIAN EXCHANGES

TORONTO, Canada
12 Queen Street East.

MONTREAL, Canada
198 St. Catherine Street

CALGARY, Canada
Alberta, 12 Elma Block.

Paramount Pictures

Press Book and Exhibitors' Aids

Jesse L. Lasky *presents*

Jack Pickford

in

"HUCK and TOM"

or "The Further Adventures of Tom Sawyer"

By MARK TWAIN

Scenario by JULIA CRAWFORD IVERS
Directed by WILLIAM D. TAYLOR
By Arrangement with MARK TWAIN CO.

A Paramount Picture

IN UNION THERE IS STRENGTH

The secret of Parmount's success is simple as A. B. C. It is merely a collection—an organization—of highly specialized units, united and controlled by a master hand; and exerting all the force known to UNION.

Added to
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THE CAST.

TOM SAWYER	JACK PICKFORD
Sid	George Hackathorne
Mary	Alice Marvin
Aunt Polly	Edythe Chapman
Becky Thatcher	Clara Horton
Widow Douglas	Helen Gillmore
Huck Finn	Robert Gordon
Joe Harper	Antrom Short
Muff Potter	Tom Bates
Mrs. Judge Thatcher	Jane Keckley
Injun Joe	Frank Lanning
Judge Thatcher	John Burton

Director, William D. Taylor

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What You Want To Know About "Huck and Tom"

Or "The Further Adventures of Tom Sawyer", A Paramount Picture.

IMPORTANT .....While this is a continuation of the story of "Tom Sawyer," it is in no way dependent upon it—being *a complete story in itself.*

STAR .....Jack Pickford, who created such a sensation in "Tom Sawyer," as well as "Seventeen," "The Varmint," "Great Expectations" and others.

DIRECTOR .....William D. Taylor—who directed "Tom Sawyer."

STORY .....Takes up the adventures of "the immortal Tom" from his return to his home through the discovery of the grave robbers and the fight with its consequent murder, up to the discovery of the robbers' gold by Tom and his friend Huck. Thrilling, humorous and amusing.

AUTHOR .....Mark Twain (Samuel Clemens).

PHOTOGRAPHY .....By Homer Scott. Excellent lightings and exterior effects.

SCENARIO .....Julia Crawford Ivers.

REMARKS .....Cave scenes and other exteriors filmed at Hannibal, Missouri, the scene of Mark Twain's boyhood days and of which he wrote in "Tom Sawyer."

KEEP A FILE OF "PROGRESS—ADVANCE" ON YOUR DESK. IT CONTAINS AN EXHIBITOR'S SERVICE DEPARTMENT AS WELL AS MUSIC CUES, ADVERTISING AIDS and OTHER HELPS

ACCESSORIES
(To be Obtained at your Exchange)

Paper
- Two one-sheets
- Two three-sheets
- Two six-sheets

Phots
- 10 8 x 10 black and white
- 8 1' x 14 colored gelatins
- 2 22 x 28 colored gelatins
- 8 x 10 photos of star

Cuts and Mats on Production
- Five one-column
- Three two-column
- Two three-column

Stock Cuts and Mats of Star
- Five one-column
- Three two-column
- Two three-column

Series of advertising layouts:
- Mats

Slides
- Music Cues

Press Book with sales talk, card and letter announcements, suggestions for lobby and other displays.

MUSIC CUES FOR "HUCK and TOM" AT YOUR EXCHANGE

THE PLAYERS

TOM SAWYER, JACK PICKFORD
Sid .....George Hackathorne
Mary.....Alice Marvin
Aunt Polly...Edythe Chapman
Becky Thatcher..Clara Horton
Widow Douglas, Helen Gillmore
Huck Finn.....Robert Gordon
Joe Harper.....Antrom Short
Muff Potter.....Tom Bates
Mrs. Judge Thatcher, Jane Keckley
Injun Joe.....Frank Lanning
Judge Thatcher....John Burton
Director.....William D. Taylor

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Back Cover, Exchange List and Latest Releases

Ad cuts and mats in line better than half-tones

All exhibitor's will be interested to know that the use of cuts and mats for exhibitor's advertising has trebled in the last three months. The line cuts are far superior to half-tones for smaller cuts as the demand has proven. Single, double, and triple column cuts are available on every Paramount Picture——— They will sell seats.

Ask your Exchange for Music Cues

EXHIBITOR'S THEATRE

–highly humorous New York Times

Jesse L. Lasky *presents*

Jack Pickford

in "Huck and Tom"

or "The Further Adventures of Tom Sawyer"

by Mark Twain

Scenario by Julia Crawford Ivers

Directed by William D. Taylor

By arrangement with Mark Twain Co.

A Paramount Picture

IF you want to see one of the best photoplays ever produced, *bar none*, see this one.

Paramount-Bray Pictograph

Paramount-Mack Sennett Comedy

Musical Program

Some Stars are famous — **Paramount Stars are foremost**

EXHIBITOR'S THEATRE

"Foremost Stars, superbly directed, in clean pictures."

A genuine treat. Philadelphia Press

Jesse L. Lasky *presents*

Jack Pickford

in "Huck and Tom"

or "The Further Adventures of Tom Sawyer"

by Mark Twain

Scenario by Julia Crawford Ivers

Directed by William D. Taylor

By arrangement with Mark Twain Co.

A Paramount Picture

YOU have seen Jack Pickford's delightful portrayals of the youth of America before but you've never seen it better done than in this delightful photoplay. For your own sake don't miss this great picture.

Paramount - Arbuckle Comedy

Paramount - Bray Pictograph

Musical Program

This trade mark distinguishes the BEST from the rest.

WE SHOW IT.

A word to the wise — advertise.

EXHIBITOR'S THEATRE

"Foremost Stars, superbly directed, in clean pictures"

Right from Twain's pages

Philadelphia Public Ledger

Jesse L. Lasky *presents*

Jack Pickford

in "Huck and Tom"

or "The Further Adventures of Tom Sawyer"
by Mark Twain

Scenario by
Julia Crawford Ivers
Directed by
William D. Taylor
By arrangement with
Mark Twain Co.

A Paramount Picture

Paramount Pictures

One of the best pictures we have ever shown or could hope to show.

Other Attractions | *Musical Program*

Better blow your own horn than listen to Sousa's Band.

ADVERTISING SUGGESTIONS FROM "HUCK and TOM"

FROM EXHIBITORS SERVICE DEPARTMENT, 485 Fifth Avenue, New York

ADVANCE POST CARD NO. 1

(To be sent 9 days before showing)

Dear Madam:

Jack Pickford will be seen at the..... Theatre on.....in a photoplay called "Huck and Tom," or The Further Adventures of Tom Sawyer which, although a continuation of the story of Tom Sawyer is in no way dependent upon it.

We can promise you an evening of real fun and hope to see you at the theatre on that evening.

Manager.

ADVANCE POST CARD NO. 2

(To be sent 6 days before showing)

Dear Madam:

In this second Tom Sawyer picture which will be shown at the.....Theatre on ....., Jack Pickford is winning new laurels for himself, as in it he does some of his best work.

The supporting cast is almost the same as the first picture, which was especially well chosen and which is also responsible for a large share of the success of the picture. You can't very well afford to miss seeing it and we shall look forward to seeing you.

Manager.

SUGGESTED LETTER

(To be shown 3 days before showing of picture)

Dear Madam:

Jack Pickford is one of the few individuals who have successfully overcome the frightful handicap of having a much more famous relative in the same occupation as his own.

In speaking of "Huck and Tom," the latest Paramount Picture in which he is to appear at the.....Theatre on....., Mrs. Pickford, who always keeps in close touch with the work of her famous children, said:

> "The role of Tom Sawyer is one that I believe fits Jack as no other could, for his turn before the camera, Jack has had a habit of reading 'Tom Sawyer.' The episode of the cat and the painkiller he has already worked out once at our home in Toronto, when he administered Sloane's liniment to Mary's pet cat."

This is a picture that will appeal to boys and girls from 7 to 70. The big event of the village is the trial of Muff Potter who is accused of murder and when Tom appears as a witness his future career as a detective is foreshadowed. During this trial Injun Joe leaps through a window and makes his escape from the Court Room. Tom, now a hero, glories in the adoration of Becky Thatcher, but his love affair does not prevent him from sneaking off with Huck again in search of further excitement.

If you wish to spend an evening full of thrills and amusement, you will surely come to the theatre and enjoy the adventures of the immortal Tom and the other characters who are real characters.

Trusting to see yourself and friends at the theatre on that evening, I am,

Manager.

FOLLOW UP POST CARD

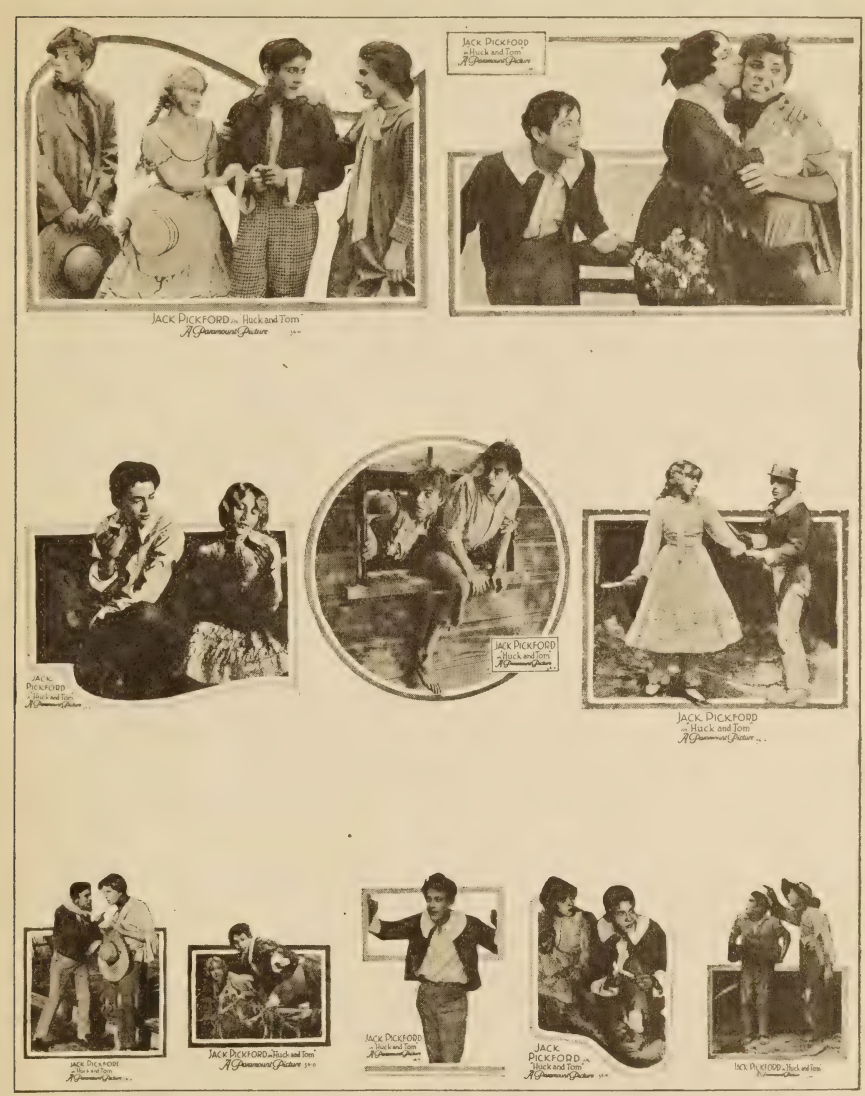
(To be sent on the day of showing)

Dear Madam:

Don't fail to come to the.....Theatre today, please, and see "Huck and Tom" in The Further Adventures of Tom Sawyer, Jack Pickford's latest Paramount Picture.

Manager.

Jack Pickford in "Huck and Tom"



ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-column Cuts and Mats
Centre Row—Three Two-column Cuts and Mats
Bottom Row—Five One-column Cuts and Mats

Reduced as Shown Above **Always Obtainable at Your Exchange**

ADVERTISING SUGGESTIONS FOR "HUCK and TOM"

From Exhibitor's Service Department, -:- 485 Fifth Avenue, New York

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LOBBY DISPLAY Get a stout shipping case, put iron strips around each end, then have it buried out in the back yard or rubbed with dirt so that it will have the appearance of being an old treasure chest. After it has assumed a dingy, dirty appearance, it can be placed in your lobby with captions something like this:

> "Do you know what Huck and Tom found in this chest? You no doubt enjoyed the adventures of these boys in "Tom Sawyer," and you will enjoy them more than ever in their further adventures when the Paramount production, "Huck and Tom" is shown here.

If your facilities will permit, your lobby can be dressed up to represent the interior of a cave. Get a set of stills from the exchange, which will help to give you details of the case as it appears in "Huck and Tom." You could even put the queer looking doorway at the entrance to the cave in front of your own entrance doorway with a sign over it reading:

> "This is the entrance to Huck and Tom's cave. You can spend a very enjoyable evening by entering here without the creepy feeling that came to these adventurous boys."

You could also have your own artist or one of the local sign painters make up a card board replica of a cat 4 ft. high with its back up, and also a large medicine bottle about the same size in height. The cat, of course, should be properly colored and the medicine bottle to have a label on it "Pain Killer." Place the bottle and the cat on easels about 4 ft. apart and between the two a large card reading:

> "What is the relation between the cat and the 'pain killer?' If you don't know, come and find out what Tom did with the 'pain killer' when he didn't have a pain at all. It is all explained in the new Paramount Picture, 'Huck and Tom' which will be at this Theatre on....."

STREET DISPLAY This would also be a good idea for street display if mounted on a float or body wagon.

NEWSPAPER ADVERTISING A line cut sketch similar to your lobby display—or a photo of a real live cat and a reproduction on the bottle that would be as big as the cat, or at least look as big would be a corking good thing in your newspaper advertising. Make a play in your newspaper copy and let all your advertising play up strong the fact that this production is taken from the book of "Tom Sawyer" by the world renowned and dearly beloved MARK TWAIN. Always play up Mark Twain in big type.

WINDOW DISPLAY You can repeat your co-operation with the book stores in the matter of showing "Tom Sawyer" as well as all of the other MARK TWAIN books.

For Further Suggestions Write to
THE EXHIBITORS' SERVICE DEPARTMENT
485 Fifth Avenue, New York

JACK PICKFORD

Jack Pickford, a member of the famous Pickford family including besides himself, the famous Mary Pickford and the sister Lottie who has also gained some distinction as a motion picture actress, was, like the others, born in Toronto, Canada.

He began his professional career at the tender age of eight, when he entered a stock company in child parts. Later, although still quite young, he played with Chauncey Olcott in "Peg Robin" and "The Three of Us," in the meantime attending school at various places, notably St. Francis Military Academy in New York City.

Jack Pickford is one of the few individuals who have successfully overcome the frightful handicap of having a much more famous relative in the same line of occupation as his own. Though Jack has been a motion picture actor for several years, his progress has been steady rather than meteoric, and it is only recently that he has become a star in his own right with Paramount.

His motion picture career began in 1909 with the old Biograph Company with which his sister, Mary, was at the time identified. With this company he played some minor parts ,among them the juvenile in "Liberty Belles." Later he worked with other companies for a short while, but most of his work has been done with the Famous Players Company. He has appeared with that concern in such notable photoplays as "Wildflower," "The Pretty Sister of Jose," "The Love Route," "The Girl of Yesterday" and "Poor Little Peppina," in support of his sister Mary.

After this came the two which brought him greater popularity than any of his previous work—"Seventeen" and "Great Expectations," in both of which he co-starred with the dainty little Louise Huff.

So great was the the reputation he built for himself in these two productions that he was chosen to star individually in "The Dummy," which has proven extremely popular. Upon the completion of "The Dummy," he was transferred to the Lasky studios at Hollywood, California, where he played in "The Girl at Home" with Vivian Martin.

Mr. Pickford's latest Paramount pictures have been: "The Varmint," by Owen Johnson; "The Ghost House," "Jack and Jill," "Tom Sawyer" from Mark Twain's masterpiece; "The Spirit of '17" and now "Huck and Tom" or "The Further Adventures of Tom Sawyer," which is being shown at the.....Theatre.

ADVANCE PUBLICITY

To be sent to newspapers a week, five and three days respectively in advance of the first showing of "HUCK and TOM"

At the.....Theatre next week, clever young Jack Pickford, the Paramount star, will appear in a continuation of "Tom Sawyer" entitled "Huck and Tom" which, although complete in itself, abounds in the thrills and fun of Mark Twain's original book, taking up the hero's adventures from the discovery of the grave robbers to the finding of gold in the cave where he and Becky Thatcher are marooned for several days. The cast is the same as in "Tom Sawyer"—the same "Aunt Polly" skillfully depicted by Edythe Chapman, the same ragged, happy-go-lucky little derelict of a Huck Finn as played by Robert Gordon and the others the same with the exception of Frank Lanning who appears as Injun Joe and Tom Bates as Muff Potter.

JACK PICKFORD IN ANOTHER "TOM SAWYER" PICTURE AT THE.....

A tale of absorbing interest, known to nearly everyone already is to be the attraction at the.....Theatre on..... This is "Huck and Tom," or "The further Adventures of Tom Sawyer," from Mark Twain's immortal book "Tom Sawyer." Young Mr. Pickford appeared some time ago in "Tom Sawyer" and his success was so great that the producers decided to continue the production in a second five reel picture, so great was the popularity of the first, and so much material was left over from which to draw. Tom Sawyer, aided and abetted by the irrepressible Huck Finn, indulge in thrilling and humorous adventure, including witnessing a murder and being able to save a man's life by their testimony, as well as being marooned in a cave where they discover untold wealth that had been hidden there by robbers. The cast is especially good and the poduction was directed by William D. Taylor who also directed "Tom Sawyer."

Jack Pickford will be the star at the.....Theatre in the Paramount picture, "Huck and Tom" or "The Further Adventures of Tom Sawyer." This is the story of how Tom and his friend Huck Finn, in their efforts to ward off impending warts according to the formula prescribed for them by a superstitious old darkey, discover real grave robbers and are witnesses to a sure 'nuff murder. The next day, having sworn each other to eternal secrecy, Tom is ill in bed, being dosed with the Painkiller, by Aunt Polly, while Huck creeps away too frightened to smoke his favorite ferns. The story from that point reaches a thrilling climax. The cast is excellent and Wm. D. Taylor was the director.

CURRENT PUBLICITY

Newspaper stories to be sent out two and three days before and on the day of the first showing, respectively.

At the.....Theatre on.....Jack Pickford will appear in a thrilling Paramount version of "Huck and Tom" or "The Further Adventures of Tom Sawyer," which was arranged for him from Mark Twain's famous story "Tom Sawyer" by Julia Crawford Ivers. This is the second "Tom Sawyer" picture in which Mr. Pickfod has recently appeared, Director William D. Taylor having been unable to include all the incidents of the story in the first one. Lovers of the immortal Tom will remember the adventure of the grave robbers, when Huck and Tom were trying to rid themselves of impending warts, the painkiller which Tom administered to an unsuspecting cat, and the finding of the robbers' gold in the cave. The cast is almost the same as in the first picture, with Edythe Chapman as Aunt Polly, Robert Gordon as Huck, Clara Horton as Becky Thatcher and all the others

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Jack Pickford is winning new laurels for himself in "Huck and Tom" at the.....Theatre, a continuation of the role, yet a story complete in itself, which he played recently in "Tom Sawyer." The irrepressible Tom, aided and abetted by his friend the disreputable Huck Finn, overhears graverobbers at their grewsome task and is an unwilling witness of a murder. Later episodes show the well-remembered painkiller incident when Tom administered the medicine to a confiding cat with disastrous results; the finding of the hidden treasure and the panic on the island when Tom and Becky Thatcher his childish sweetheart are lost in the cave. An excellent cast and the direction of William D. Taylor who also directed "Tom Sawyer" have made of this Paramount Picture, one of the wholesomest, most amusing of the season.

MRS. PICKFORD REVEALS JACK'S MISCHIEVOUS PAST.

In speaking of "Huck and Tom" in which her son is to appear at the.....Theatre tomorrow, Mrs. Pickford, who always keeps in close touch with the work of her famous children, said: "The role of Tom Sawyer is one that I believe fits Jack as no other could for all his life—even until recently, when travelling or waiting for his turn before the camera, Jack has had a habit of reading 'Tom Sawyer.' The episode of the cat and the painkiller he has already worked out once at our home in Toronto when he administered Sloan's liniment to Mary's pet cat."

REVIEW

To be sent to newspapers for use the day following the first showing of "Huck and Tom"

The very spirit of youth and fun and American boyhood are to be found throughout the entire five reels of Jack Pickford's latest Paramount picture, "Huck and Tom," now showing at the ..... Theatre. This is the second of the Tom Sawyer pictures, from Mark Twain's immortal books, although each in itself is a complete release. Director William D. Taylor, a fervent admirer of the great American humorist, found that there was too much material to be contained in a mere five-reel photoplay, and has divided the subject matter into two productions.

Beginning with the determination of Tom and his inseparable friend Huck to ward off all possibility of warts—the story finds the two boys in a graveyard at midnight—according to the advice of an old darky as to the best manner of curing warts.

How they overhear some grave-robbers planning their grewsome work and how they are unwilling witnesses of a murder, is all thrillingly depicted. The next day Tom is ill in bed and his Aunt Polly, cleverly portrayed by Edythe Chapman, is administering the Painkiller, which Tom, in turn, passes on to an unsuspecting cat—with dire results.

Later the boys are present at the trial of the supposed murderer and by telling an accurate story of their adventures succeed in freeing an innocent man and convicting the criminal. The notoriety they derive from this incident is very sweet to Tom who fancies himself much in love with the Judge's daughter, little Becky Thatcher.

Follows the incident, well remembered by readers of Mark Twain's story, of Tom letting a cat down through the roof of the schoolroom which fastens its claws into the hated schoolmaster's wig, lifting it slowly off. A charitable curtain is drawn on the sequence of this scene and it is not long after that the great adventure of being lost in the cave with Becky brings Tom again into the limelight.

Altogether, the picture is fascinatingly interesting and brings out some of Mr. Pickford's best work. The supporting cast including Edythe Chapman, Robert Gordon, Clara Horton, Alice Marvin, George Hackathorne and others is especially well chosen. Diector William D. Taylor and cameraman Homer Scott are responsible for a large share of the success of the picture. Other attractions on the bill are .....
.....

For Exhibitor's information or house organ, - cast and the story of "HUCK and TOM"

THE STORY.

Tom Sawyer and Huck Finn are observed adding to their previous escapades by sneaking off one dark, dismal night to the village cemetery, where under Huck's direction, the boys are about to banish warts through a number of wierd incantations in which a dead cat is chiefly concerned. While engaged in this gruesome task, they discover Muff Potter, a human derelict of the town, Injun Joe, and a "body snatcher," about to dig open a grave. In a melee which follows an argument over pay for the services of Joe and Potter, the half-breed stabs the "Doctor," and putting the knife into Muff Potter's hands convinces the old man that he had done the deed.

Huck and Tom swear to each other the deepest secrecy concerning the affair and sneak away from the scene, while Injun Joe and Muff Potter also make their escape. The next day the whole town is agog over the discovery of a body in the graveyard. Tom is ill at home, and Aunt Polly attempts to remedy his nightmares by the water cure and Pain Killer, part of which, Tom, in turn, inflicts upon Peter, the cat.

The big event of the village is the trial of Muff Potter, who is soon accused of the murder. Judge Thatcher is in the chair, Injun Joe, Muff Potter and Tom Sawyer are called to the witness stand. Tom

fearfully relates what he saw in the graveyard and at his recital, Injun Joe leaps through a window and makes his escape from the courtroom.

Tom is now the hero, glorying in the adoration of Becky Thatcher. His love affair with the girl, however, does not prevent him from sneaking off with Huck again in search of further excitement. The boys discover a haunted house, where Injun Joe, disguised effectually, and another man have buried considerable plunder from marauding adventures in the countryside. Huck and Tom are about to be trapped upstairs in the house, when the old rickety staircase falls and Injun Joe and his accomplice depart without discovering that they have been observed. Huck and Tom learn that Injun Joe is staying in a tavern and that most of the loot is there. Tom leaves Huck to watch the Indian while he goes on Becky's picnic to the Painted Caves with the other boys and girls. Huck follows Injun Joe from the tavern in time to prevent his pre-arranged attack upon the Widow Douglas. Huck gets the sheriff, and a posse chases Joe and his accomplice, but the two escape, leaving Huck, suddenly ill with fever, at the Widow Douglas' house.

After they have been left by the other picnic guests, Tom and Becky are lost in the cave for two days. Tom, in his efforts to find a way out of the maze, discovers that Injun Joe is also in the cave. Later Tom finds another exit and helps Becky to escape. Judge Thatcher has the cave sealed up, and when Tom tells him Joe is inside, an opening of the door discloses the Indian lying dead near the sealed entrance. Returning to the spot where he discovered the Indian in the cave, Tom leads Huck Finn to the box of treasure, which is now the rightful possession of the youthful adventurers.

Paramount Pictures

DON'T FORGET TO USE THIS TRADEMARK EVERYWHERE. WE'RE GIVING IT A MILLION DOLLARS' WORTH OF NATIONAL ADVERTISING. THE PEOPLE ARE LOOKING FOR THEATRES AND PICTURES BEARING THIS TRADEMARK.

Cover your town with this paper and you will fill every seat on every performance

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Always obtainable at your Exchange

SLIDE

Three Sheet

One Sheet

One Sheet

Three Sheet

Six Sheet

Six Sheet

CURRENT PARAMOUNT AND ARTCRAFT PICTURES IN THE ORDER OF THEIR RELEASE

PAULINE FREDERICK.....Mrs. Dane's Defense
GEORGE BEBAN ..... Jules of the Strong Heart
JACK PICKFORD and LOUISE HUFF
The Spirit of '17
WALLACE REID ..... Rimrock Jones
J. STUART BLACKTON'S ..... World for Sale
JULIAN ELTINGE ..... The Widow's Mite
CHARLES RAY ..... The Hired Man
PAULINE FREDERICK ..... Madame Jealousy
DOROTHY DALTON ..... "Flare-Up" Sal
VIVIAN MARTIN ..... Petticoat Pilot
ENID BENNETT ..... The Keys of the Righteous
WALLACE REID ..... The Things We Love
SESSUE HAYAKAWA ..... Hidden Pearls
BILLIE BURKE ..... Eve's Daughter
JACK PICKFORD ..... Huck and Tom

ELSIE FERGUSON,
Rose of the World

WILLIAM S. HART,
Wolves of the Trail

MARY PICKFORD
.....Stella Maris

C. B. DeMILLE'S
.... The Whispering Chorus

ELSIE FERGUSON,
The Song of Songs

WILLIAM S. HART,
Blue Blazes Rawden

PARAMOUNT and ARTCRAFT
BRANCH OFFICES

BOSTON, Mass.
10 Shawmut Street.

NEW HAVEN, Conn.
131 Meadow Street.

PORTLAND, Me.
85 Market Street.

NEW YORK CITY, N. Y.
729 Seventh Avenue.

BUFFALO, N. Y.
145 Franklin Street.

NEW YORK CITY, N. Y.
71 West 23rd Street.

PHILADELPHIA, Pa.
1219 Vine Street.

WASHINGTON, D. C.
525 Thirteenth Street.

PITTSBURGH, Pa.
Penn Ave. & 12th Street.

CLEVELAND, Ohio
Standard Theatre Bldg.,
Prospect Ave., near 9th.

CHICAGO, Ill.
220 S. State Street.

CINCINNATI, Ohio
107 West 3rd Street.

DETROIT, Mich.
278 Jefferson Ave.

KANSAS CITY, Mo.
2024 Broadway.

DES MOINES, Iowa
Utica Theatre Bldg.

ST. LOUIS, Mo.
3929 Olive Street.

BUTTE, Mont.
403 S. Main Street.

MINNEAPOLIS, Minn.
Produce Exchange Bldg.

SALT LAKE CITY, Utah
133 East 2nd South St.

DENVER, Colo.
1749 Welton Street.

SAN FRANCISCO, Cal.
645 Pacific Bldg.

SEATTLE, Wash.
Central Bldg.

LOS ANGELES, Cal.
Marsh-Strong Bldg.

PORTLAND, Ore.
9th and Burnside Streets.

ATLANTA, Ga.
51 Luckie Street.

NEW ORLEANS, La.
814 Perdido Street.

DALLAS, Texas.
1902 Commerce Street.

OMAHA, Neb.
Romley Bldg.

CANADIAN EXCHANGES

TORONTO, Canada
12 Queen Street East.

MONTREAL, Canada
198 St. Catherine Street

CALGARY, Canada
Alberta, 12 Elma Block.

Press Book—Exhibitor's Aids

CHARLES KENMORE ULRICH, Editor

Jesse L. Lasky

presents

JACK PICKFORD

in

"HIS MAJESTY, BUNKER BEAN"

By Harry Lon Wilson

Scenario by Julia Grawford Ivers—*Directed by* William D. Taylor

A Paramount Picture

Music cues for this production are obtainable at your Exchange

What You Want To Know About "HIS MAJESTY, BUNKER BEAN"

A PARAMOUNT PICTURE

STAR.....JACK PICKFORD.

AUTHOR.....Harry Leon Wilson—story first appeared in serial form in the Saturday Evening Post.

SCENARIO.....Julia Crawford Ivers.

DIRECTOR.....William D. Taylor, director of "The Varmint," "Jack and Jill," "Tom Sawyer" and others of Jack Pickford's biggest successes.

CAST.....Louise Huff, Jack McDonald, Frances Clanton, Peggy O'Connell, Edythe Chapman, Hart Hoxie and Gustav Seyffertitz.

CAMERAMAN.....Homer Scott.

PHOTOGRAPHY.....Excellent throughout. Lightings good. One set an exact copy of Napoleon's tomb in Paris—others in garden of millionaire's home—beautiful scenes with Pickford and the mummy great.

STORY.....Was one of the most popular ever published in the Saturday Evening Post. Deals with adventures of a young stenographer who believes in re-incarnation and until he is disillusioned, acts like the great king he believes himself to have been in a former life—marries daughter of his boss and makes thousands of dollars in Wall Street plunging.

REMARKS.....This is funnier than "The Varmint" or "Tom Sawyer"—it will keep your house in gales of laughter from start to finish—Bunker Bean being one of the most lovable and laughable heroes of modern fiction. Scenes showing the Greatest Pitcher will delight your base-ball fan patrons.

ACCESSORIES
(Can be obtained from your Exchange)

Paper
Two 1 sheets
Two 3 sheets
One 6 sheets

Photos
8 8x10 black and white
8 11x24 colored gelatins
22x28 sepia
8x10 photos of star

Cuts and Mats on Production
Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of Star
Five one-column
Three two-column
Two three-column

Series of Advertising Layouts—With Mats

Press Book
With 'what you want to know,' mail campaign, lobby suggestions, biography of star, sample cuts, mats and lithographs, as well as publicity stories.

Slides

Music Cues

THE PLAYERS

Bunker Bean..JACK PICKFORD
The Flapper.....Louise Huff
Jim Breede.....Jack McDonald
His Wife.....Frances Clanton
His Oldest Daughter
Peggy O'Connell
Old Mrs. Breede..Edythe Chapman
The Greatest Pitcher..Hart Hoxie
Prof. Balthasar
Gustav Seyffertitz

Director
WILLIAM D. TAYLOR

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Inside Back Cover—Lithographs
Back Cover—Current Paramount ..and Artcraft Releases with Short Subjects

THE call for Paramount advertising cuts and mats was three times greater during December than during October. Of the new users, 94% have reordered. The cold figures tell a story of the efficiency of the advertising helps that it would be useless for us to dilate upon. Are you in line?

EXHIBITOR'S
THEATRE

Jesse L. Lasky *presents*

JACK PICKFORD
in
"His Majesty, Bunker Bean"

By Harry Leon Wilson
Scenario by Julia Crawford Ivers
Directed by William D. Taylor

"Napoleon was pretty raw" in the eyes of the clerk who imagined himself a descendant of the Egyptian Pharaohs. He had a good idea though. It got him the money. Better see this picture; there's a hint in it for you.

"British Egypt"
Paramount-Burton Holmes
Travel Picture, No. T1085

Paramount-
Bray Pictograph

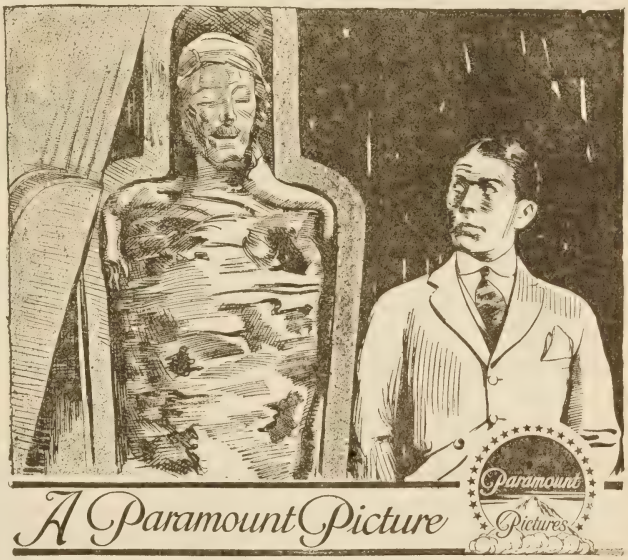
Musical Program

EXHIBITOR'S
THEATRE

Jesse L. Lasky *presents*

JACK PICKFORD
in
"His Majesty, Bunker Bean"

By Harry Leon Wilson
Scenario by Julia Crawford Ivers
Directed by William D. Taylor



There's an idea in this picture. An idea that got the money for Bunker. Perhaps you can make it pay. You'll have a wonderful night's entertainment, anyway.

Paramount-Burton Holmes Travel Picture
No. T1085 "British Egypt" for atmosphere

Paramount-Bray Pictograph

Musical Program

EXHIBITOR'S THEATRE

"Foremost stars, superbly directed in clean motion pictures"

Could you get rich quicker if you imagined you were a branch of the Napoleon family tree? Or of one of the Egyptian Pharaohs? The idea's sound: Bunker made it pay! You won't know the supreme joy of being "on the sunny side of the street" until you see this joyous tale of a reckless financier.

Enhance the value of the feature by presenting it in the proper atmosphere; show "British Egypt," Paramount-Burton Holmes Travel Picture No. T1085.

Paramount-Bray Pictograph

Musical Program

Advertisers are thorobreds; non-advertisers mere truck-horses. Be a thorobred!

Mailing Campaign for "HIS MAJESTY BUNKER BEAN

Suggested by the Exhibitor's Service Department

485 Fifth Avenue, New York

Advance Post Card No. 1

(To be sent out 9 days before showing)

DEAR MADAM:

I beg to announce that Jack Pickford and Louise Huff are coming to the.....Theatre on .....in a Paramount Picture entitled "HIS MAJESTY BUNKER BEAN," which was adapted for the screen from the popular story of that name which appeared in The Saturday Evening Post in serial form. It will keep you in a roar of laughter.

Manager.

Advance Post Card No. 2

(To be sent out 6 days before showing)

DEAR MADAM:

You will, I am sure, be glad to know that "HIS MAJESTY BUNKER BEAN," the Paramount Picture coming to the.....Theatre is even funnier than "The Varmint" and "Seventeen," in which Jack Pickford recently appeared. It was welcome news indeed to hear that Louise Huff, who appeared with Mr. Pickford in many recent pictures was to play the leading female role. As the production abounds in humorous situations and side-splitting incidents, we feel sure you will be present at the showing. The date is.....

Manager.

SUGGESTED LETTER

(TO BE SENT 3 DAYS BEFORE SHOWING)

DEAR MADAM:

There is a Bible saying: "As a man thinketh at heart, so is he," and in "HIS MAJESTY BUNKER BEAN," in which Jack Pickford will appear at the.....Theatre, Bunker Bean, an insignificant little stenographer, becomes interested in Theosophy, and "learns" that he has been both an Emperor and an Egyptian King. So he forthwith begins to impersonate both, but somehow Bunker can understand himself as the King better than as Napoleon whose affairs of the heart he considers rather "raw." While impersonating the King, he wins an heiress, makes a fortune in Wall Street and becomes a "regular" man of the world.

"HIS MAJESTY BUNKER BEAN" will prove to you that if you impersonate greatness you will become great; that if you impersonate loveliness you will become lovely, and that if you impersonate youth you will become young. Surely there is not a lady in town who will miss this great opportunity of learning how to impersonate her desires. Most of us are using 20% of our capital of personal power. The 80% lies dormant. Why have only 20% of our share of Life, Success, Harmony and Happiness when we should have 100%? This picture will show you that at every turn of the road there is a sign reading: "WANTED—Men and Women with Will Power."

After you view this picture, you will begin to think original thoughts and put them into form; create ideas and be a transformed person. You will work with Nature which is the very harmony of success.

We trust you will come early as we expect the S R O sign to go up, and we promise you that you will return to your home convinced that "there are few productions which offer such" rare amusement and food for thought.

Manager.

Follow-Up Post Card

(To be sent to arrive on date of showing of picture)

DEAR MADAM:

"HIS MAJESTY BUNKER MAN," which is being shown at the.....Theatre today, with Jack Pickford as Bunker Bean, will prove to you that—"AS YOU THINK YOU ARE AT HEART, SO ARE YOU!" It's worth knowing, is it not?

Manager.

Cover your town with this paper and you will fill every seat on every performance

Always obtainable at your exchange

One Sheet

Six Sheet

One Sheet

Three Sheet

Slide

Three Sheet

Advertising Suggestions for "HIS MAJESTY, BUNKER BEAN"

LOBBY DISPLAY: Have a piece of canvas stuffed with ordinary excelsior and painted in Oriental colors to represent a Mummy in its manifold wrappings. Place this mummy on a trestle or support which should also be brightly draped, and to arouse curiosity, have it fenced in by thick ropes, which should also be richly colored, and on the four corners of this roped fence you could have four cards reading as follows:

On the first one have a little puppy sitting, watching the mummy and a card reading:

"If a Cat Can Look at a King, What Can a Puppy Do? 'HIS MAJESTY BUNKER BEAN Will Show You."

Another:

"My Master Has Lost His Voice, But I Can Hear the Inaudible."

On third card:

"'HIS MAJESTY BUNKER BEAN' Will Reveal to You the Inner Workings of This Mummy."

On fourth card:

"WANTED—Male Stenograpers, to Look Up Their Last Incarnation and Find Out if They Were King or Emperor. 'HIS MAJESTY BUNKER BEAN' Will Give Them the Key to the Situation."

WINDOW DISPLAY: Your department store could have a reproduction of this Lobby Display and could show all kinds of beautiful Oriental drapings and articles of all kinds; in fact, it could be made into a complete Oriental window and a sign could read:

"DO YOU BELIEVE IN REINCARNATION? 'HIS MAJESTY BUNKER BEAN,' the Paramount Picture at the.....Theatre, with Jack Pickford and Louise Huff, Will Show You That 'As a Man Thinketh at Heart, So Is He.'"

CAR CARDS: A sign could read:

ADVICE TO YOUNG WOMEN, MAIDEN LADIES AND WIDOWS:

"If you would marry a hero, or the best man in the world, impersonate youth, beauty and wealth. 'HIS MAJESTY BUNKER BEAN' at the .....Theatre on.....will show you how you can work miracles."

STREET DISPLAY: You could have a similar idea to your Lobby Display, with the Mummy mounted on a float in its brightest colors and a card as follows:

"HOW TO ACQUIRE YOUTH, BEAUTY AND FORTUNE. 'HIS MAJESTY BUNKER BEAN' at the.....Theatre on..... will tell you the secret."

NEWSPAPER ADVERTISING: Take a photograph of your Lobby Display and have catch lines and reading matter as follows:

"WHY DO ACTORS BECOME MATINEE IDOLS?"

Because they impersonate heroes, model husbands and daring lovers in a real way. "HIS MAJESTY BUNKER BEAN" at the.....Theatre on.....will show you how to do the same.

IMPERSONATE YOUR DESIRES

Impersonate greatness and you will become great; impersonate loveliness and you will become lovely. "HIS MAJESTY BUNKER BEAN" did both with great success.

For Further Advertising Suggestions Write in to Your
EXHIBITORS' SERVICE DEPARTMENT
485 Fifth Avenue, New York

JACK PICKFORD SPEAKS FOR HIMSELF.

"Being a celebrity's brother and acquiring one's fame, second hand as it were, is commencing to wear on my iron nerves," said Jack Pickford, the clever young Paramount star who is now appearing at the .....Theatre in "The Spirit of '17," the other day.

He went on to tell of an incident that happened while he was watching his famous sister in "The Little Princess" at a motion picture thetre recently. Some worthy ladies behind him were discussing Mary; one in particular seeming to be an authority on the subject of the Pickford family in general and Jack in particular. Jack, like the mischievous lad he really is, thoroughly enjoyed hearing all about himself and family until suddenly he overheard this remark:

"They do say that the little brother, Jack, who is about ten years old, is a regular terror. I heard he puts mice in Mary's slippers 'most every day or something. I saw him in 'The Dummy'—he looked quiet enough then, land knows, but you can't tell about those angelic looking children...."

"The rest was lost to me," Mr. Pickford said, chuckling, "for by the time she'd finished I was well outside the theatre, holding my sides and with tears of laughter running down my cheeks. Of course I know I have a young looking face and can, like Mary, make up as a child easily, but I had no idea the effect was so-er-striking!

"The fact of the matter is, that we have such good times at home all the time, and 'jolly' each other so much, that acting young is really not acting at all for us—although I want to place myself on record here and now as not guilty of putting mice in Mary's slippers. In fact, I never did do it."

When asked about his career, young Mr. Pickford became suddenly non-committal and about as communicative as the average sun dial in the shade, refusing to expand even under the warm sunshine of our most beguiling smile.

We gleaned, however, that he had made his debut in this world at Toronto, Canada, following it after very few years with a stage debut, playing child parts with Chauncey Olcott in "Peg Robin" and "The Three of Us," Jack spent his leisure hours in school, notably St. Francis Military Academy in New York City. He began his motion picture career in 1909 with the old Biograph company, since then, has spent most of his time at Hollywood, California, where he has made numerous Paramount pictures, appearing usually with Louise Huff.

ADVANCE PUBLICITY

Newspaper shorts to be sent out during the week preceding the first showing of "HIS MAJESTY, BUNKER BEAN"

Manager ..... of the .....Theatre, announces for next week another Jack Pickford photoplay,—this time a screen adaptation of the popular story, "His Majesty Bunker Bean" by Harry Leon Wilson. It will be remembered that this appeared in serial form in the Saturday Evening Post some time ago. Louise Huff, who appeared with young Mr. Pickford in "Seventeen," "The Varmint" and other Paramount pictures, will play the "Flapper," the engaging young daughter of Bunker's millionaire boss whom he marries in a fit of abstraction, thinking himself to be the reincarnated form of Napoleon. The picture was directed by William D. Taylor and is a riot of laughter from start to finish.

One of the most popular stories ever published in the Saturday Evening Post, "His Majesty Bunker Bean" has been dramatized for the screen as a Paramount picture and will appear next week at the ..... starring clever young Jack Pickford. Louis Huff and an excellent cast will support Mr. Pickford in this clever story which deals with the adventures of a young stenographer who believes himself to be a reincarnation of a great king of Egypt and until he is disillusioned, acts the part, marrying the daughter of his millionaire "boss" and making thousands of dollars in reckless Wall Street plunging. Director William D. Taylor, who also directed Mr. Pickford in "Seventeen," "The Varmint" and other successes, is responsible for the clever handling of the photographic version of this popular story.

Even funnier than "The Varmint" or Booth Tarkington's famous "Seventeen" in which he has recently appeared, is Jack Pickford's newest Paramount picture, "His Majesty Bunker Bean." This is to be shown at the ..... Theatre beginning on ..... and the welcome news has just come that clever Louise Huff will play the role of the engaging young "Flapper." Others in the cast are Edythe Chapman, Hart Hoxie and Gustav Seyffertitz. Hart Hoxie plays "The Greatest Pitcher" and Bunker Bean and the Flapper regard him as the world's eighth wonder, adding much to the fun of the production which abounds in humorous situations and side-splitting incidents. The mummy which Bunker insists on regarding as his own former self is shown as is the faithful dog—Napoleon, and the inimitable grandmother of the Flapper.

CURRENT PUBLICITY

Newspaper shorts to be sent out during the showing of "HIS MAJESTY, BUNKER BEAN"

For Jack Pickford's newest Paramount picture, now showing at the ..... Theatre, "His Majesty Bunker Bean," it was necessary to to show the interior of the tomb of Napoleon, which is situated in Paris. All photographs obtainable showed only one side, giving no indication whatever of what was on the other side. Finally, a telegram to New York brought photographs and an exact replica of the inside of the tomb of the famous Emperor was made at the studio, some two or three weeks being spent in reproducing every detail of the famous mausoleum, although it appears on the screen for a few seconds only. Besides the care given to details of this sort, Director William D. Taylor picked a splendid supporting cast for the star, including Louise Huff as leading lady, Edythe Chapman, Hart Hoxie, Gustav Seyffertitz and others.

In writing "His Majesty Bunker Bean" which first appeared in serial form in the Saturday Evening Post," Harry Leon Wilson produced one of the breeziest, most laughable stories of the times and it is safe to say that the Paramount screen version, written by Julia Crawford Ivers and directed by William D. Taylor, starring Jack Pickford, loses nothing in the transmission. Louise Huff has been chosen as the leading lady and an excellent cast including Edythe Chapman, Hart Hoxie, Jack McDonald, Gustav Seyffertitz and others is employed. As will be remembered, the story deals with the adventures of Bunker, the stenographer who believes himself to be the reincarnated form of Rameses the Great, and possesses the mummy of his former self to confirm the belief. When his puppy, Napoleon, who is of an inquisitive turn of mind, however, decides to investigate said mummy, Bunker's dream collapses.. He comes to realize at last though, the Bible saying "as a man thinketh, so is he," and again becomes the forceful character he had been. There is a laugh in every scene and we wish to register our prophecy that "His Majesty Bunker Bean" will prove one of the best of young Pickford's photoplays. It is now showing at the .....

Mary Pickford had best look well to her laurels, for "little brother" Jack is coming more and more to the front as one of the most popular juvenile stars of screendom. In his newest picture "His Majesty Bunker Bean" from the story by Harry Leon Wilson, Jack Pickford has given a charming interpretation of the imaginative young stenographer. Louise Huff plays "The Flapper" while others in the cast are Jack McDonald, Edythe Chapman, Hart Hoxie and Gustav Seyffertitz.

REVIEW

Newspaper review of "HIS MAJESTY, BUNKER BEAN", written from the standpoint of a 'first nighter' for use in your newspaper the day following the first showing

As a man thinketh in his heart, so he is. So Bunker Bean, an insignificant little stenographer in a stock broker's office, becomes a successful financier because of something he believes. It all happens in the amusing Paramount photoplay version of Harry Leon Wilson's story, "His Majesty Bunker Bean" now showing at the .....Theatre with clever young Jack Pickford, who is rapidly attaining a popularity almost as great as that of his famous sister.

The Saturday Evening Post some time ago published the story in serial form when it was followed with interest by millions of readers who will remember the impetuous Bunker, the surprising young "Flapper" and the old grandmother with her breath taking ideas about the rising generation in general, and woman's suffrage in particular.

As will be remembered, Bunker Bean is convinced, from his evening work for a certain theosophist that he has lived before in some other form or incarnation and he seeks out a fortune teller who assures him he was formerly Napoleon. Having delved a bit too deeply into Napoleon's affairs—particularly those of the heart—Bunker decides that he does not care to claim the relationship. He returns to the fortune teller who calls in the aid of a certain notorious "professor" who this time assures him that he is a direct reincarnation of Rameses the Great—a famous king of Egypt whose mummy lies in state in an old tomb.

Bunker is much impressed and an opportunely inherited fortune from a forgotten relation allows him to buy the mummy from the professor, who assures him it will cost several thousand dollars to unearth the precious relic. From the acquisition of the mummy to its finish at the hands—or paws of Bunker's inquisitive puppy, Bunker lives and has his being in a world apart. He fancies himself at heart a king—and acts in a way that is as strange and startling to himself as to his friends

He not only becomes acquainted with his awesome boss' family, especially the youngest member, the Flapper whom he later marries, but also meets the greatest pitcher, a base ball player star he has long worshipped from afar. Also he makes a tremendous "killing" in Wall Street and eventually marries "The Flapper." All this, however, before the inquisitive puppy investigates the mummy's filling. Afterwards—well, suffice it to say that afterwards Bunker comes to the realization that "as a man thinketh"—and thinks accordingly.

"HIS MAJESTY, BUNKER BEAN"

THE PLAYERS

Bunker Bean.....JACK PICKFORD
The Flapper .....Louise Huff
Jim Breede .....Jack McDonald
His Wife .....Frances Clanton
His Oldest Daughter .....Peggy O'Connell
Old Mrs. Breede.....Edythe Chapman
The Greatest Pitcher.....Hart Hoxie
Prof. Balthaser .....Gustaf von Seyffertitz

Director .....Wm. D. Taylor

THE STORY

Bunker Bean, a personal stenographer to a millionaire, is small of stature and meek of manner. He wishes to be different and dreams of the time when he will be a swaggering "man of the world,"—when he will, as he puts it, have "suffered."

In his spare time in the evenings, he works for a theosophist who specializes in reincarnations. Bunker Bean is very sure that he has lived before in some form and consults a clairvoyant on that subject. The latter tells him he was Napoleon. Much gratified, Bunker proceeds to buy an armful of books about his former self.

His bolstered self respect causes him to gain interest in the eyes of "The Flapper," youngest daughter of his "boss," and their attending a ball game together at the invitation of her father, strengthens the bond between them. He buys a dog he has long coveted simply because its name is Napoleon, but, having delved into that gentleman's career, especially in affairs of the heart, Bunker decides that he must go further into his past, Napoleon having been, as he puts it, "pretty raw."

Another visit to the clairvoyant buys him the information that in the long distant past he had been a king of Egypt, Rameses the Great. The fortune teller whom his clairvoyant has called in to assist her, waxing sentimental, says further that the mummy of his former self rests in state in a royal sepulchre ,covered with the sands of the ages. Bunker leaves in a state of such dazed exaltation that he almost forgets to pay.

At home Bunker can now understand himself much better as Rameses the Great than as Napoleon. He is seized with a longing to see himself—to find that old body of his, and just as he is considering the matter a letter from his aunt is brought to him. This informs him that his uncle having died, his share of the legacy is some seventeen thousand dollars.

Bunker buys Federal Express stock—haphazardly enough, getting it on a margin as per his aunt's advice, keeping out a thousand to give the sensation of wealth. His next act is to order the fortune teller to get his mummy from under the sands of the ages, and when it comes he installs it in state in his rooms.

In the meantime Bunker and the Flapper become very good friends indeed and especially as Bunker is obliged to be at her home a great deal to take her father's dictation. Once in a while Bunker is somewhat appalled at remarks of the Flapper's, for instance, when she says that she "just perfectly has the right to choose the father of her own children."

However, with the able engineering of the Flapper's far-seeing and worldly-wise grandmother, matters are soon brought to a climax and that night Bunker finds himself solemnly telling his mummy that he is engaged to be married—that the Flapper doesn't believe in long engagements—that she is going to break the news to her father—that she doesn't want a large place —just flowers and a tennis court—and that she will do the marketing herself.

Next morning Bunker learns that the Federal stock he bought is going up and that his boss is trying to buy his away from him. Quite casually Bunker tells the broker that he believes he will keep his, although frantic efforts to make him sell are brought to bear upon him. He made about forty thousand dollars on the deal which he accepted. He decides that if he is a king he must do as a king would do. Therefore he goes through with everything the Flapper plans for him, including accepting one of her father's cars as a gift from her, and taking herself and her grandmother, two ardent suffragists, to afternoon tea.

With the acquisition of his money, Bunker notices the increased respectfulness of the office force and is little surprised therefore in view of the breath taking manner in which things have been happening to him of late, when the Flapper calls up to say that they are to be married the next day, sailing immediately for Europe.

That night, however, the catastrophe occurs! Napoleon, the dog, being of an inquisitive turn of mind, investigates thoroughly the stuffing of Rameses the Great, not hesitating to spread same, which happens to be very modern excelsior, ruthlessly about the floor, exposing the manufacturer's trade mark. The blow is nearly too much for Bunker and he sits brooding moodily all night over the fact that after all he is nothing more than an insignificant little stenographer. He goes through the wedding dazedly the next day but his queer conduct, especially when he is heard to murmur something about having been all kinds of kings just the same, so frighten the bride's family that they decide to accompany the pair to Europe.

Bunker's memory of the following events were always somewhat blurred—the next clear impression being of a man telling him stonily that "as a man thinketh, so is he"—although Bunker is quite sure he is very ill. Eventually however, about the last day out, it is this phrase which brings him back to a normal state of mind. He realizes that when he thought he was a king he had acted in a kingly manner—and the opposite when he had thought he wasn't. So he decides to adopt his "kingly" manner again and sends for his wife. She comes and the two plan and successfully carry out their escape from the "taggers" as she ungratefully calls her worried family.

STOCK PRODUCTION CUTS AND MATS

Jack Pickford in "His Majesty, Bunker Bean"

JACK PICKFORD in "His Majesty, Bunker Bean" A Paramount Picture

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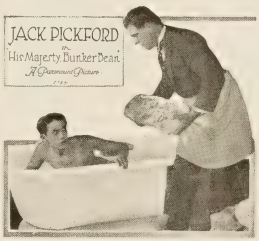

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ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-column Cuts and Mats
Centre Row—Three Two-column Cuts and Mats
Bottom Row—Five One Column Cuts and Mats

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Pauline Frederick . . . . "Mrs. Dane's Defense"
George Beban . . . . "Jules of the Strong Heart"
Jack Pickford and Louise Huff "The Spirit of '17"
Wallace Reid . . . . . "Rimrock Jones"
Blackton's . . . . . "The World For Sale"
Julian Eltinge . . . . . "The Widow's Might"
Charles Ray . . . . . "The Hired Man"
Pauline Frederick . . . . . "Madame Jealousy"
Vivian Martin . . . . . "A Petticoat Pilot"
Enid Bennett . . . "The Keys of the Rightoeus"
Sessue Hayakawa . . . . . "Hidden Pearls"
George Beban . . . . . "One More American"
Ann Pennington . . . . . "Sunshine Nan"
Marguerite Clark . . . . . "Prunella"
Billie Burke . . . . . "Eve's Daughter"

Elsie Ferguson . . . . . "Rose of the World"
William S. Hart . . . . . "Wolves of the Rail"
Mary Pickford . . . . . "Stella Maris"
Cecil B. DeMille . . . "The Whispering Chorus"
Elsie Ferguson . . . . . "The Song of Songs"
William S. Hart . . . . . "Blue Blazes Rawden"
Mary Pickford "Amarilly of Clothesline Alley"

SPECIAL FEATURE RELEASES

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ONE AND TWO REEL PICTURES AT ALL PARAMOUNT AND ARTCRAFT EXCHANGES—SHOW THEM WITH THE BIG FEATURES

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Goodrich Dirt and the $1,000 Reward
B6048—War Dogs
Knit Your Bit
Cartoon—Bobby Bumps' "Tank"
B6049—The Destructive Power of the T.N.T.
The New Art of Dress
Cartoon—Goodrich Dirt and the Duke of Watanob
B6050—Evolution of the Dance
Flour from Potatoes
The Panama Canal (Diagram)

Paramount-Mack Sennett Comedies

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That Night
Taming Target Center . .
The Kitchen Lady
His Hidden Purpose
Watch Your Neighbor
Sheriff Nell's Tussle

Klever Komedies

Faint Heart and Fair Lady
Knutty Knitters
Toothaches and Heartaches
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O. U. Boat
Meatless Days and Sleepless Nights
He Got His

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T1146—Round About Melbourne
T1147—Adelaide Capitol of South Australia
T1148—Round About Adelaide
T1149—Hunting Kangaroos from Motor Cars
T1150—Tasmania the Garden of Australia

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A Reckless Romeo
The Rough House
His Wedding Night
Oh, Doctor
Fatty in Coney Island
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Out West

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Episode 10—Wires of Wrath
Episode 11—The Rail Riders
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Episode 14—No Surrender
Episode 15—The Round Up
Children of Democracy—Featuring BENJAMIN CHAPIN (10 2-reel episodes)

PRESS BOOK & EXHIBITOR'S AIDS
Charles Kenmore Ulrich, Editor

"MILE-A-MINUTE-KENDALL"

STARRING JACK PICKFORD

A Paramount Picture

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*
NEW YORK

JACK PICKFORD in "MILE-A-MINUTE KENDALL"

JACK PICKFORD in "Mile-A-Minute Kendall" A Paramount Picture

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EXHIBITORS' PRESS BOOK

ADVANCE PUBLICITY, REVIEW, AIDS, ACCESSORIES, Etc.

ORIGINAL PRESS STORIES — FAMOUS PLAYERS-LASKY CORPORATION — AD CUTS MATS, SLIDES AND PAPER

Editorial Chat With Exhibitors About "Mile-A-Minute Kendall"

JACK PICKFORD, THE STAR

Somewhat handicapped, perhaps, by the fame achieved by his sister as a film star, though himself a player of unsual ability, skill and taste, Jack Pickford is one of the most popular of the younger cinema stars now before the public. Mr. Pickford demonstrated his abilities in numerous notable Paramount picture successes, and in "MILE-A-MINUTE KENDALL" he will be seen to excellent advantage. Mr. Pickford's art is expanding along broad lines and his portrayal of Kendall in this photoplay proves beyond question that his career as an artist of the first class in motion pictures will be distinctly notable.

THE DIRECTOR

The man who directed "MILE-A-MINUTE KENDALL" is William D. Taylor, whose direction of "Tom Sawyer" and "Huck and Tom" was as satisfying as it was artistic and praiseworthy. If past achievements count for anything Mr. Taylor has a promising future in his chosen field.

THE AUTHOR

This photodrama is based upon the play of the same name written by Owen Davis, a prominent playwright, which achieved great success on its production at the Lyceum Theatre, New York, November 28, 1916. It is quite likely that the picturized version of this subject will be as successful as the original inasmuch as many points in the story which were merely alluded to in the play, have been brought out in elaborate detail in its new form.

THE SCENARIOIST

The man who picturized "MILE-A-MINUTE KENDALL" is C. Gardner Hunting, one of the best known and most skilled screen writers on the Pacific Coast. His work in this picturization is especially notable for the skill he has displayed.

THE PHOTOGRAPHER

Frank E. Garbutt is a well-known cameraman whose conception of his art is quite intelligent and whose superb work speaks for itself in many excellent productions. Many of the photographic effects in this picture are of a high quality and their artistic merit is indisputable. The scenes of the photoplay will be greatly admired.

THE STORY

The theme of "MILE-A-MINUTE KENDALL" conveys the message that men, too, often owe their ruin to their environment as well as to their personal weaknesses. By the same rule, they may owe their success to love of a pure and lofty-minded woman. In this play, an idle son of a rich man is on the verge of wreck through dissipation. He is cast off by his father after he has prevented his son from wedding an adventuress. He becomes ill in an inn, is nursed back to health by a girl he had known since childhood, and on his recovery he, with the aid of this girl, invents a motor engine which brings him a fortune. Above all, his new-found love has made a man of him and he begins life anew, winning the forgiveness of his parents and in addition a charming wife.

PERTINENT REMARKS

Exhibitors can play up this picture as a box office attraction of the highest class, not only because of the prominence and popularity of the star, but because of its inherent good qualities as a picture with a great moral, fine dramatic action and unusual heart appeal. Coupled with these elements, there is a vein of highly enjoyable comedy of which Jack Pickford has made the most. The free use of the press stories, the mats and production cuts appearing elsewhere in this press book, is urged if profitable box office returns are to be enjoyed.

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SPECIAL FEATURE ARTICLE

For Use in House Organ or by Editors who desire Exclusive Matter Pertaining to Leading Motion Picture Stars

BROTHER OF FAMOUS SCREEN STAR IS ARTIST OF ABILITY WITH BRIGHT FUTURE AHEAD

Jack Pickford Has By Hard Work and Force of Genius Won a High Place in Popular Favor—An Active Career.

Although he is the brother of a queen of the motion pictures, Jack Pickford, the distinguished Paramount star, has by the force of his genius and his own painstaking efforts, forced his way into the front rank of motion picture stars. Like his famous sister, Mary Pickford, and his other sister, Lottie, who appears in his support for the first time in a Paramount picture in "MILE-A-MINUTE KENDALL," he is a native of Toronto, Can., where he was born twenty-one years ago.

When he was eight years old, he played child parts in a stock company, and after some years of this work, he became associated with Chauncy Olcott in "Peg Robin" and "The Three of Us." He attended school "between engagements" at various places, and for a period he attended St. Francis Military Academy in New York City.

His motion picture career began in 1909 with the old Biograph Company with which his sister, Mary, was at that time identified. With this company he played some minor parts, among them the juvenile in "Liberty Belles." Later he worked with other companies for a short while, but most of his work has been done with the Famous Players Company. He appeared with that concern in such notable photoplays as "Wildflower," "The Pretty Sister of Jose," "The Love Route," "The Girl of Yesterday" and "Poor Little Peppina," in support of his sister Mary.

After this came the two which brought him greater popularity than any of his previous work —"Seventeen" and "Great Expectations," in both of which he co-starred with the dainty little Louise Huff.

So great was the reputation he built for himself in these two productions that he was chosen to star individually in "The Dummy," which has proven extremely popular. Upon the completion of "The Dummy," he was transferred to the Lasky studios at Hollywood, California, where he played in "The Girl at Home" with Vivian Martin.

Mr. Pickford's latest Paramount successes are: "The Varmint," by Owen Johnson; "The Ghost House," " Jack and Jill," "Tom Sawyer" from Mark Twain's masterpiece; "The Spirit of '17," "Huck and Tom" or "The Further Adventures of Tom Sawyer," and "MILE-A-MINUTE KENDALL" which is to be shown at the..... Theatre next .....

Mr. Pickford's vis-a-vis in "MILE-A-MINUTE KENDALL" is dainty Louise Huff. Born in Columbus, Ga., and a graduate of the Horace Mann School of New York City, Louise Huff began her professional career as a member of a "Graustark" company several years ago. She later was identified with stock companies as leading woman and played in several notable stage productions.

In 1914, Miss Huff entered the motion picture field and after demonstrating her ability as leading woman in several productions, she became a member of the Famous Players-Lasky organization and supported Jack Pickford in "Seventeen," "Great Expectations," "The Spirit of '17" and many other notable photoplays. Miss Huff is a brilliant actress, with a personality and charm that have won her an enormous following and her career, upon the threshhold of which she now stands, seems destined to be one of stellar honors for herself and attractiveness and interest to her admirers.

Cast and Story of "Mile-A-Minute Kendall"

A Paramount Picture

For use of Exhibitors in House Organ or for General Press Publicity

JACK PICKFORD HAS FINE ROLE IN NEW PHOTOPLAY "MILE-A-MINUTE KENDALL"

Popular Paramount Star Will be Seen as Wild Dissipated Young Man whose Nature is Changed Through Love

THE CAST

Mile-a-Minute Kendall.....**Jack Pickford**
Joan Evans.....**Louise Huff**
Mr. Kendall.....**Charles Arling**
Mrs. Kendall.....**Jane Wolff**
Eddie Semper.....**Casson Ferguson**
Rosalynde d'Aubre.....**Lottie Pickford**
Jack Evans.....**Jack McDonald**
Philip Lund.....**W. E. Lawrence**
Judge Weeks.....**John Burton**

THE STORY

Widely known, because of his prodigality and recklessness, as "MILE-A-MINUTE KENDALL," Jack Kendall, son of a New York financier, becomes enamored of a bleached blonde with an unsavory past and decides to wed her. Accompanied by Rosalynde d'Aubre, his sweetheart and a chaperone, Kendall motors out to an inn on the Boston Post Road near New York, and when the party reach the hostelry Kendall, true to form, is under the influence of liquor and in a truculent frame of mind.

The inn is kept by Jack Evans, a skinflint, and he is assisted in its management by Joan Evans, his niece. She and Kendall were playmates while children and in a simple way both had loved each other. When Kendall reaches the inn presumably on an elopement, her romantic instincts are aroused and she looks upon the fashionable party with much interest. A local Justice of the Peace is called to celebrate the nuptials, but before he is able to reach the inn, Kendall's father arrives and bribes Rosalynde with $10,000 to forego the wedding. When she demurs, he threatens to expose her past and satisfied with the money, she takes her departure.

Kendall overhears the conversation and after cursing his father for wrecking his life, collapses in Joan's arms. She nurses him through a long and serious illness and in order to frustrate the design of her uncle to throw Kendall into the street for non-payment of board, she extends her savings in Kendall's behalf. Meanwhile Rosalynde makes another attempt to win Kendall, but he scorns her and during his convalescence devotes his leisure time to the perfection of a motor engine to be run with crude oil instead of gasoline.

Assisted in this work by Joan, Kendall's boyish love for her is reawakened, and it finally possesses him wholly. He decides to remain in the country and open a garage. He forms a stock company to operate his patented motor engine and Joan induces her uncle to subscribe $1,000. News of the invention reaches New York and the

(Continued on Page 7)

Paramount Picture

s of Exhibitors in House Organ of General Film Publicity

ICKFORD HAS FINE
LE IN NEW PHOTOPLAY
THE 5-A-MINUTE KENDALL"

Paramount Star Will be Seen as Wild
adopted Young Man whose Nature
is Changed Through Love

THE CAST

Kendall ..... Jack Pickford
Louise Hall
Charles Ashley
Jane Wolff
Casson Ferguson
Lottie Pickford
Jack McDonald
W. E. Lawrence
John Burton

THE STORY

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News of the invasion reaches New York and

(Continued from Page 5)

elder Kendall who is interested in automobiles, hears of the matter. He sends a representative to the inn to investigate and report.

The engine is working in temperamental fashion and Evans, repenting of his investment, sells his stock to Kendall for $250. When the elder Kendall's representative tries out the engine, it works without a hitch and he offers young Kendall $50,000 for the patent rights. The offer is refused and a stock company finally organized, Kendall selling forty per cent of the stock for $500,000, the balance being retained by him, Joan and others who had befriended him in the days of his illness and convalescence. When the elder Kendall learns that his son is the inventor, and, convinced that he has reformed, he is proud to take him back to his bosom.

Kendall announces to his father his determination to wed Joan, and while the father is inclined to demur, Mrs. Kendall pleads in Joan's behalf. A Justice of the Peace is called and he immediately weds the pair. Kendall has a check for $500,000 but no money and his father is obliged to pay the wedding fee. When Evans learns that he threw away $100,000 by selling his stock back to Kendall, he goes out wrathfully and tears the landscape into tatters.

PRESS REVIEW

To be Sent to the Newspapers Immediately After the Showing of "MILE-A-MINUTE KENDALL"

JACK PICKFORD MAKES BIG HIT IN NEW PICTURE "MILE-A-MINUTE" KENDALL"

New Paramount Photoplay Proves Delightful and Is Favorably Received by Patrons of ..... Theatre.

Proving a delightful treat "MILE-A-MINUTE KENDALL," the latest Paramount picture starring Jack Pickford and Louise Huff, had its first presentation in this city at the..... Theatre yesterday. The picture is based upon the famous play by Owen Davis which scored so pronounced a hit in New York several seasons ago, and it is safe to say that in its picturization by C. Gardner Hunting, none of the main features of the play has been lost.

The story of this picture teaches the great truth that there lies in the natures of most men the elements that tend to greatness of purpose and design despite inherent weaknesses, the mastery of which is at times most difficult. In "MILE-A-MINUTE KENDALL" we find a young man of promise, one of the idle rich, whose life is threatened with shipwreck through the agencies of idleness, too much money to spend, wine and women. Young Kendall becomes infatuated with a woman whose past will not bear scrutiny and one day, in drunken fervor, he motors with her to a roadside inn for the purpose of wedding her.

Meanwhile, his father learns of the affair and following them to the inn, he by threats and offers of cash indemnity prevails upon the woman to forego the wedding. Kendall overhears the conversation and after cursing his stern parent, falls fainting into the arms of Joan Evans, niece of the inn keeper and a friend of his childhood days. She cares for him with rare devotion throughout the long illness that follows, pays for his lodging with her savings exacted by her skinflint uncle and aids in perfecting a motor engine which Kendall has invented. Their childhood love revives through this association and Kendall realizes that the frustration of his marriage by his father was a blessing in disguise.

It develops that the elder Kendall hears of the invention and he sends an agent to the inn to buy up all rights thereto. He is astounded later when he learns that the inventor is his son and he admires the lad for the hard bargain he drives in the organization of the company to exploit the invention. He takes him to his heart and although the son has his check for $500,000, the elder Kendall is forced to pay the wedding fee to a Justice of the Peace who weds the inventor son and Joan. There is abundant comedy and by way of contrast, there are several highly dramatic scenes, all of which combine to make this picture one of signal merit.

Other attractions on the bill are.....

.....

ADVANCE PUBLICITY

To be sent to newspapers daily for a week in advance of the showing of "MILE-A-MINUTE KENDALL"

JACK PICKFORD WITH LOUISE HUFF APPEAR IN "MILE-A-MINUTE KENDALL"

Both Have Excellent Roles in Paramount Picturization of Famous Stage Success

A forthcoming presentation of more than average interest will be signalized at the..... Theatre next week when "MILE-A-MINUTE KENDALL," featuring Jack Pickford and Louise Huff, two of the principal stars in the Paramount firmament, will be seen for the first time in this city. In this picturization of one of the leading New York stage successes, the admirers of genial Jack Pickford and his delightful co-star in numerous Paramount successes, are assured of an enjoyable performance, framed in by situations of rare dramatic strength and scenes evidencing unsurpassed photography. The supporting cast is one of rare excellence and includes several favorites with.....Theatre audiences.

JACK PICKFORD HAS EXCELLENT ROLE IN "MILE-A-MINUTE KENDALL"

Paramount Star to Be Seen as Idle Son of Rich Man Who Is Disowned and Who Is Redeemed by Love

The Paramount picture, "MILE-A-MINUTE KENDALL," starring Jack Pickford and Louise Huff, will be the feature at the..... Theatre next..... The great success recently scored by Jack Pickford in "Tom Sawyer" and "Huck and Tom," two Paramount releases seen here some weeks ago, seems certain to be duplicated by this new vehicle which is said to be a picture of unusual strength and beauty. Young Pickford portrays the role of the idle son of a rich man, reckless and dissipated, who, after being repudiated by his father, invents a motor engine, sells it with profit and incidentally finds happiness in the love of a pure-minded girl who befriended him in the days of adversity. As the girl, the niece of an innkeeper, Louise Huff has a congenial role of which she makes the most. The supporting cast is exceptionally adequate.

"MILE-A-MINUTE KENDALL" PARAMOUNT FEATURE AT .....THEATRE NEXT WEEK

Jack Pickford and Louise Huff Will be Seen in Fine Picturization of Famous Stage Success

The presentation at the.....Theatre, next....., of "MILE-A-MINUTE KENDALL," a Paramount picture, featuring Jack Pickford and his talented co-star Louise Huff, is attracting widespread interest among motion picture fans in this city. The picture is based upon Owen Davis' stage success of the same name which achieved so notable a triumph in

(Continued on Page 13)

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(Continued on Page 13)

PICKFORD WITH LOUISE HUFF APPEAR IN "MILE-A-MINUTE KENDALL"

Excellent Role in Paramount Picture of Famous Stage Success

The presentation of more than ever will be signalized at the ... next week when "MILE-A-MINUTE KENDALL" featuring Jack Pickford and Louise ... of the ... stars in the Paramount picture will be seen for the first time in this ... this picturization of one of the leading stage successes, the admirers of genial Pickford and his delightful co-star in Paramount successes, are assured of an ... parlo nature, framed in ... situations ... atic strength and scenes evidencing photography. The supporting cast ... rare excellence and including several ... Theatre audiences

Must Stay to Be Seen as Idle Son of Rich Man Who Is Disowned and Who ...

... is ...

"MILE-A-MINUTE KENDALL" PARAMOUNT FEATURE AT THEATRE NEXT WEEK

Jack Pickford and Louise Huff Will be Seen in Fine Picturization of ... Famous Stage Success

The presentation at the ... next ... of "MILE-A-MINUTE KENDALL" ... a Paramount picture, featuring Jack Pickford and his talented co-star Louise Huff, attracting widespread interest among motion picture fans in this city. The picture is based upon Owen Davis' stage success of the same name which achieved an notable achievement in ... 1919 ...

This ... recently ... recently secured by Jack Pickford in "Tom Sawyer" and "Huck and Tom," both Paramount releases seen here some weeks ago. ... ... to be duplicated by ... which ... said to be a picture of unusual ... and beauty. Young Pickford portrays the role of the son of a rich man ... who, after being repudiated by his father, ... a motor engine, sells it with profit and modestly ... happiness in the love of a pretty girl who before had been in the ... of ... As the girl, the niece of an unknown ... Huff has ... congenial role of which she ... ... The supporting ... are ... adequate.

(Continued from Page 11)

New York several years ago. It is filled with highly dramatic situations, enjoyable comedy and the story teaches a wholesome moral. It has to do with the fortunes of an idle son of the rich who, after being cast off by his father, is regenerated through love, and who thereby attains to complete happiness both as inventor and husband. The co-stars have been provided with adequate support throughout so that an evenly balanced performance is assured.

"MILE-A-MINUTE KENDALL" IS NOTABLE PHOTOCOMEDY

Picturization of Famous Stage Success Affords Fine Roles for Jack Pickford and Louise Huff

Featuring Jack Pickford and Louise Huff, the Paramount picture, "MILE-A-MINUTE KENDALL," will be the leading attraction at the .....Theatre next..... Based upon Owen Davis' celebrated stage success, this superb picture embraces throughout all the elements that go for artistic success. The story is a charming one, filled with thrills and delightful comedy, and the action is rapid and highly dramatic. All who have seen Jack Pickford in "Tom Sawyer" and "Huck and Tom" will find this newest vehicle to be one of unalloyed enjoyment. In the support is Lottie Pickford, who portrays the role of a woman with a past with highly artistic force. The cast generally is of the highest Paramount standard.

LOTTIE PICKFORD IS IN SUPPORT OF BROTHER JACK

She Will be Seen for First Time with Him in Paramount Picture of "MILE-A-MINUTE KENDALL"

The famous stage success "MILE-A-MINUTE KENDALL," a Paramount picture starring Jack Pickford and Louise Huff, will have its first presentation in.....at the.....Theatre next..... A feature of interest in connection with this superb picture, will be the first appearance of Lottie Pickford, a sister of the famous Paramount star, in his support. She portrays the role of an adventuress and plays opposite to her brother who is the dissipated idle son of a financier, but who is redeemed through the power of love for a pure girl who befriends him in the days of adversity. As the girl, the niece of a grasping inn keeper, Louise Huff provides excellent support for the star. The picture has its deep thrills and the various scenes run the gamut of the emotions with rare artistic effect. Manager.....has provided unusual accessories for its adequate presentation.

"MILE-A-MINUTE KENDALL" AT .....THEATRE NEXT WEEK

Popular Paramount Star Jack Pickford Will be Seen With Louise Huff in Big New Production

Admirers of Jack Pickford and Louise Huff will gather in force at.....Theatre today when their latest Paramount picture, "MILE-A-MINUTE KENDALL" will have its initial presentation in this city. In this superb picturization of a famous stage success by Owen Davis, Jack Pickford has one of the finest roles in his career as cinema star and he makes the most of it. The story is essentially dramatic, the situations being strong, but relieved by wholesome comedy. In Mr. Pickford's support in this picture is his sister Lottie, who is seen for the first time in a Paramount picture with her illustrious brother. Other features on a highly meritorious bill provided by Manager.....insures many delightful moments for all who attend the .....Theatre today.

Mailing Campaign for "MILE-A-MINUTE KENDALL"

A Paramount Picture

ADVANCE POST CARD No. 1
(To be sent out nine days before showing)

.....

DEAR MADAM:

The new and splendid Paramount picture, "MILE-A-MINUTE KENDALL" starring that popular screen favorite, Jack Pickford, will be displayed at the..... Theatre, on..... It is a picturization of a famous stage success and is well worthy of your attention and interest.

.....

Manager.

ADVANCE POST CARD No. 2
(To be sent out six days before showing)

.....

DEAR MADAM:

Supporting Jack Pickford and his co-star, Louise Huff, in the latest Paramount picture, "MILE-A-MINUTE KENDALL" which is to be shown at the.....Theatre, next....., is his sister, Lottie Pickford, and other capable players. This is a picture of unusual beauty and strength and you will find it highly enjoyable.

.....

Manager.

SUGGESTED LETTER IN DETAIL

(To be sent out three days before showing)

.....

DEAR MADAM:

The latest Paramount Picture, "MILE-A-MINUTE KENDALL," starring Jack Pickford and Louise Huff, two of the best known cinema artists now before the public, which is to be displayed at the.....Theatre, next....., is an intensely heart-appealing comedy-drama which, coupled with the celebrity of its cast, doubtless will prove one of the most enjoyable presentations seen in this city in many months.

The story of the picture is that of the idle son of a rich man, who after being disowned by his father because of his dissipation and love for a woman with a past (portrayed by Lottie Pickford, this being her first appearance in pictures with her famous brother) is regenerated through love for a pure woman. It embraces all the human elements that combine to make a story of this description a powerful sermon to the young men of our day, and an object lesson to fathers and mothers of every degree.

The picture is one that you cannot afford to ignore, and being able to assure you of many delightful moments if you care to attend, I do not hesitate to express the belief that you will be amply repaid thereby.

.....

Manager.

FOLLOW-UP POST CARD

(To be sent out to arrive on date of showing)

.....

DEAR MADAM:

"MILE-A-MINUTE KENDALL," a new Paramount picture featuring Jack Pickford and dainty Louise Huff, not to speak of Lottie Pickford, will be the principal feature of an excellent bill to be presented at the.....Theatre today. Failure to view this superb picturization of a famous stage success will be a source of loss and regret to all who neglect to see this great photoplay.

.....

Manager.

Advertising Suggestions for "MILE-A-MINUTE KENDALL"

LOBBY DISPLAY Place conspicuously a motor engine with the cut-out of a man leaning over it, or the body of an automobile with the engine exposed may be employed. Place a card showing the picture of Jack Pickford, bearing the following words neatly lettered, over it:—

"THIS IS THE MOTOR ENGINE INVENTED BY *'MILE-A-MINUTE KENDALL'* WHICH HE SOLD FOR MORE THAN $500,000."

WINDOW DISPLAY Secure the co-operation of local department store managements in the display of various toy engines, motors, etc., and induce hardware dealers to show mechanical appliances of various descriptions. The following card might be employed to advantage in show windows in connection with these displays:

"WHAT KIND OF MOTOR ENGINE DID *'MILE-A-MINUTE KENDALL'* INVENT? HE WILL SHOW IT TO YOU AT THE.....THEATRE NEXT....."

STREET DISPLAY Run a flivver about town with hood removed and have it stand in front of the theatre, with the following sign on sides and back:—

"THIS IS *'MILE-A-MINUTE KENDALL'S'* FAMOUS PATENTED MOTOR WHICH WON HIM A FORTUNE AS WELL AS THE LOVE OF A GOOD WOMAN. SEE HOW HE DID IT AT THE.....THEATRE, NEXT....."

CAR CARDS Place in street cars and other public conveyances, as well as in other conspicuous public places, cards displaying an automobile and bearing these words, with a large headline:—

INVENTS MOTOR ENGINE;
WINS HALF A MILLION

"MILE-A-MINUTE KENDALL" WILL TELL YOU ALL ABOUT IT AT THE .....THEATRE NEXT.....

NEWSPAPER ADVERTISING Use lobby display suggestions as bases for advertising in large space. The following reading matter may be profitably employed:

REFUSED $50,000

"Mile-A-Minute Kendall", at the .....
Theatre Next ....., Shows How
He Turned Down a Fortune.

WITH $500,000 CHECK
CAN'T PAY WEDDING FEE

"Mile-A-Minute Kendall" Who Will Be Seen at
the ..... Theatre Next .....,
Has Uncomfortable Experience.

JACK PICKFORD WINS
LOVE AND FORTUNE

With Louise Huff He Explains How He Did It In
"Mile-A-Minute Kendall" at.....
Theatre Next .....

Ad-cuts and that will bring and hold business

"There's more than one way to kill a cat," the old saying goes; and there's more than one way to use these line cuts to bring in the public. In this and succeeding press books we are going to show you several new styles in which they can be used to make them more profitable to you. But it is up to *you* to use them.

PARAMOUNT
THEATRE

TODAY

Speed! Speed! Nothing but speed in this lightning fast thriller and laugh-maker. Whatever you do, don't miss this.

And "Fatty" too

PARAMOUNT
THEATRE

TODAY

Just as swift as the name implies! You can't go wrong in going to see Jack Pickford any time. You're bound to be right when you go to see him in this thrilling laugh-maker.

And the Paramount-Bray Pictograph

PARAMOUNT
THEATRE

All week but come early

Jesse L. Lasky *presents*

JACK PICKFORD

in "MILE-A-MINUTE KENDALL"

A Paramount Picture

Paramount Pictures

Speed and action—New Yorkers call it "jazz"—lift this picture into the class of a masterpiece. You simply can't afford to miss it!

Also—A Paramount—Mack Sennett Comedy

EXHIBITORS ACCESSORIES

FOR THE EXPLOITATION OF

"MILE-A-MINUTE KENDALL"

A Paramount Picture

OBTAINABLE

AT YOUR EXCHANGE

Paper

Two one-sheets
Two three-sheets
One six-sheets

Photos

8 8x10 black and white
8 11x14 gelatins
1 22x28 gelatins
8x10 photos of star
22x28 Sepia gelatins of star

Cuts and Mats on Production

Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of Star

Five one-column
Three two-column
Two three-column

Series of Advertising layouts:

Mats

Slides

Music Cues

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

EXHIBITORS' SERVICE DEPARTMENT

485 FIFTH AVENUE, NEW YORK

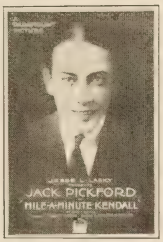
Cover your town with this paper and you will fill every seat at every performance

---

Always obtainable at your Exchange

SLIDE

Three Sheet



One Sheet

One Sheet

Three Sheet

Six Sheet

Current Paramount and Artcraft Pictures in The Order of Their Release

Pauline Frederick. . . . "Mrs. Dane's Defense"
George Beban. . . "Jules of the Strong Heart"
Jack Pickford and Louise Huff, "The Spirit of '17"
Wallace Reid. . . . . "Rimrock Jones"
Blackton's. . . . . "The World For Sale"
Julian Eltinge. . . . . "The Widow's Might"
Charles Ray. . . . . "The Hired Man"
Pauline Frederick. . . . . "Madame Jealousy"
Vivian Martin. . . . . "A Petticoat Pilot"
Enid Bennett. . . "The Keys of the Righteous"
Sessue Hayakawa. . . . . "Hidden Pearls"
George Beban. . . . . "One More American"
Ann Pennington. . . . . "Sunshine Nan"
Jack Pickford. . . "His Majesty, Bunker Bean"
Billie Burke. . . . . "Eve's Daughter"

Elsie Ferguson. . . . . "Rose of the World"
William S. Hart. . . . . "Wolves of the Rail"
Mary Pickford. . . . . "Stella Maris"
Douglas Fairbanks. . . . . "Headin' South"
Elsie Ferguson. . . . . "The Song of Songs"
William S. Hart. . . . . "Blue Blazes Rawden"
Mary Pickford, "Amarilly of Clothesline Alley"

SPECIAL FEATURE RELEASES

MAETERLINCK'S "THE BLUE BIRD,"
CECIL B. DeMILLE'S "THE WHISPERING CHORUS"

ONE AND TWO REEL PICTURES AT ALL PARAMOUNT AND ARTCRAFT EXCHANGES—SHOW THEM WITH THE BIG FEATURES

Paramount-Bray Pictographs

B6047—The Diary of a Dog Chauffeur
Making Cord to Bind Uncle Sam's Harvests
Goodrich Dirt and the $1000 Reward

B6048—War Dogs
Knit Your Bit
Cartoon—Bobby Bumps' "Tank"

B6049—The Destructive Power of T. N. T.
The New Art of Dress
Cartoon—Goodrich Dirt and the Duke Watanob

B6050—Evolution of the Dance
Flour from Potatoes
The Panama Canal (Diagram)

Paramount-Mack Sennett Com

An International Sneak
That Night
Taming Target Center
The Kitchen Lady
His Hidden Purpose
Watch Your Neighbor
Sheriff Nell's Tussle

Klever Komedies

Faint Heart and Fair Lady
Knutty Knitters
Toothaches and Heartaches
The Installment Plan
O. U. Boat
Meatless Days and Sleepless Nights
He Got His

Paramount Burton Holmes Travelogues

T1143—Sydney, the Antipodean Metropolis
T1144—A Trip to the Jenolan Caves of Australia
T1145—Melbourne the Magnificent
T1146—Round About Melbourne
T1147—Adelaide Capitol of South Australia
T1148—Round About Adelaide
T1149—Hunting Kangaroos from Motor Cars
T1150—Tasmania the Garden of Australia

Paramount-Arbuckle Comedies

The Butcher Boy
A Reckless Romeo
The Rough House
His Wedding Night
Oh, Doctor
Fatty in Coney Island
A Country Hero
Out West

Paramount Serials and Series

Who Is Number One? (15 2-reel serial)

Episode 10—Wires of Wrath
Episode 11—The Rail Riders
Episode 12—The Show Down
Episode 13—Cornered
Episode 14—No Surrender
Episode 15—The Round Up

Son of Democracy—Featuring BENJAMIN CHAPIN (10 2-reel episodes)

Press Book and Exhibitor's Aids
(Charles Kenmore Ulrich, Editor)

"SANDY"

Starring JACK PICKFORD & LOUISE HUFF

•

98 SHORT CUTS TO BIGGER PROFITS

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Gen'l Prod.* CECIL B. DE MILLE *Director General*
NEW YORK

PRODUCTION CUTS AND MATS

JACK PICKFORD IN "SANDY"

Jack Pickford & Louise Huff in "SANDY" A Paramount Picture

Jack Pickford & Louise Huff in "SANDY" A Paramount Picture

Jack Pickford & Louise Huff in "SANDY" A Paramount Picture

JACK PICKFORD in "SANDY" A Paramount Picture

Jack Pickford & Louise Huff in "SANDY" A Paramount Picture

JACK PICKFORD & LOUISE HUFF in "SANDY" A Paramount Picture

Jack Pickford & Louise Huff in "SANDY" A Paramount Picture

LOUISE HUFF in "SANDY" A Paramount Picture

JACK PICKFORD in "SANDY" A Paramount Picture

Jack Pickford & Louise Huff in "SANDY" A Paramount Picture

ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-Column Cuts and Mats.
Centre Row—Three Two-Column Cuts and Mats.
Bottom Row—Five One-Column Cuts and Mats.

Reduced as Shown Above **Always Obtainable at Your Exchange**

Some Pertinent Facts about "Sandy", a Paramount Picture

Two Notable Stars

THERE are two notable players in this picture—Jack Pickford, a Paramount star of conspicuous ability and wide popularity, and dainty Louise Huff, whose charming personality, coupled with talents of a high order, have served to make her a prime favorite with a large following of motion picture fans. "Sandy" is notable because of the fact that it is the last picture in which Mr. Pickford will be seen until the end of the war, he having joined the United States Naval Reserve immediately after the last scene of "Sandy" was filmed. Mr. Pickford has an excellent role in this photoplay, and as his vis-a-vis, Miss Huff presents a most congenial characterization. Both have lived up to their reputation for artistry in this production and their portrayals will make this photoplay one of the best of the series in which they have co-starred with such brilliant success.

The Director

GEORGE MELFORD, a competent, intelligent, resourceful master of his art, directed "Sandy" with highly gratifying results. Mr. Melford has been identified with motion picture work for ten years and in that period he directed scores of picture productions, all of which achieved great artistic success. His more recent pictures include "Hidden Pearls," "Wild Youth," "Nan of Music Mountain" and others, but it is safe to say that in "Sandy" his genius has found expression no less adequate or satisfying than was evidenced in his previous successes.

Alice Hegan Rice, Author

THE author of "Sandy" is Alice Hegan Rice, a novelist of prominence in this country. Several of her novels have been dramatised with great success, and they have served as admirable vehicles for motion picture stars. Aside from "Mrs. Wiggs of the Cabbage Patch," "Lovey Mary," and "Mr. Opp," she is author of "Calvary Alley" which was picturized for Paramount release under the name of "Sunshine Nan," and which scored a big success. Her excellent craftsmanship is exhibited in "Sandy," which was picturized by Edith M. Kennedy, a highly capable sceniarioist, with artistic results.

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Back Cover	Latest Releases

A Delightful Story

THE story of "Sandy" is clean as a hound's tooth and from a literary standpoint, delightful. It is a tale of Kentucky, blue grass belles of grace and beauty, thoroughbred horses and gentlemen of the old school of Southern chivalry which is fast dying away. The heart interest centres about a young Scotch lad, a stowaway who is befriended by a Kentucky maid when he is haled from his place of concealment aboard a liner, and whose kindly sympathy and solicitude awakens an abiding love for her in his heart. This girl has a brother whose dissipation and rascality casts a blight upon her life, but the little Scotch lad, by his love, brings happiness into her life. The story is a charming one and the multitudinous details are skillfully presented, the result being a picturization of most unusual excellence.

The Support

THE supporting players in this photoplay are well known artists in their respective fields, and all have been afforded splendid opportunities for the display of their respective talents. The principals include James Neill, Edythe Chapman, C. H. Geldart, Julia Faye, Louise Hutchinson, and Raymond Hatton, all screen players of ability and talent.

The Senarioist

EXCELLENT work has been done in the picturization of "Sandy" by Edith M. Kennedy, a scenarioist of taste and skill. She is responsible for many picture successes and her artistry is evidenced in the splendid continuity which characterizes her picturization of this attractive subject.

General Remarks

THIS picture subject is one that should commend itself to every exhibitor. The photography by Paul Perry, and the settings by Wilfred Buckland are exceptionally artistic. Exhibitors will find this picture an excellent one for exploitation, in which their efforts will be reinforced by the popularity of the co-stars and the attractiveness of the photoplay in which they appear.

SPECIAL FEATURE ARTICLE

For the Use of Exhibitors for their House Organs or of Editors who Desire Exclusive Matters on Jack Pickford, Louise Huff or "Sandy"

JACK PICKFORD HAS EXCELLENT PHOTOPLAY OF LIFE IN KENTUCKY

In His Paramount Picture "Sandy" He Makes His Last Appearance Throughout the Remainder of the War

IT is officially announced that "Sandy" probably will be the last picture in which Jack Pickford will be seen during the remainder of the world war, he having joined the United States Naval Reserve immediately after the last scene of this excellent photoplay was "shot" in California. Aside from the excellence of "Sandy" as a picture, this fact should add to its attractiveness and drawing power.

Although a Canadian by birth and under draft age, Mr. Pickford long has had his eye upon the American Naval service and when he completed "Sandy," he joined the colors, and immediately began training for Uncle Sam. In all probability when "Sandy" is displayed at the .....theatre in this city, he will be in navy blue on the firing line "Somewhere on the Atlantic." His removal from filmdom for the time being, will be a source of regret to thousands of admirers.

Mr. Pickford, who by the way, achieved prominence as a motion picture star by the exercise of his native talents, rather than by standing in the reflected light of his more famous sister Mary, was born in Toronto, Can., and when he was eight years old, he played child parts in a stock company. After some years of this work, he became associated with Chauncy Olcott in "Peg Robin" and "The Three of Us." He attended school "between engagements" at various places, and for a period he attended St. Francis Military Academy in New York City.

His motion picture career began in 1909 with the old Biograph Company with which his sister, Mary, was at that time identified. With this company he played some minor parts, among them the juvenile in "Liberty Belles." Later he worked with other companies for a short while, but most of his work has been done with the Famous Players Company. He appeared with that concern in such notable photoplays as "Wildflower," "The Pretty Sister of Jose," "The Love Route," "The Girl of Yesterday" and "Poor Little Peppina," in support of his sister Mary.

After this came the two which brought him greater popularity than any of his previous work —"Seventeen" and "Great Expectations," in both of which he co-starred with the dainty little Louise Huff.

So great was the reputation he built for himself in these two productions that he was chosen to star individually in "The Dummy," which has proven extremely popular. Upon the completion of "The Dummy," he was transferred to the Lasky studios at Hollywood, California, where he played in "The Girl at Home" with Vivian Martin.

Mr. Pickford's latest Paramount successes are: "The Varmint," by Owen Johnson; "The Ghost House," "Jack and Jill," "Tom Sawyer" from Mark Twain's masterpiece; "The Spirit of '17," "Huck and Tom" or "The Further Adventures of Tom Sawyer," and "Mile-a-Minute Kendall." His latest picture "Sandy" will be shown at the..... Theatre next.....

Mr. Pickford's vis-a-vis in "Sandy" is dainty Louise Huff. Born in Columbus, Ga., and a graduate of the Horace Mann School of New York City, Louise Huff began her professional career as a member of a "Graustark" company several years ago. She later was identified with stock companies as leading woman and played in several notable stage productions.

In 1914, Miss Huff entered the motion picture field and after demonstrating her ability as leading woman in several productions, she became a member of the Famous Players-Lasky organization and supported Jack Pickford in "Seventeen," "Great Expectations," "The Spirit of '17" and many other notable photoplays. Miss Huff is a brilliant actress, with a personality and charm that have won her an enormous following of delighted picture fans.

Cast and Story of "Sandy"

For Use of Exhibitors in House Organ or for General Press Publicity

A Paramount Picture

JACK PICKFORD IS SEEN AS SCOTCH LAD IN NEWEST PHOTOPLAY

Sterling Young Paramount Star Has Excellent Role in "Sandy," a Picturization of Alice Hegan Rice's Novel

"SANDY"

THE CAST

Sandy Kilday	**Jack Pickford**
Ruth Nelson	**Louise Huff**
Judge Hollis	**James Neill**
Mrs. Hollis	**Edythe Chapman**
Dr. Fenton	**C. H. Geldart**
Annette Fenton	**Julia Faye**
Aunt Nelson	**Louise Hutchinson**
Carter Nelson	**George Beranger**
Ricks Wilson	**Raymond Hatton**
Aunt Melvy	**Jennie Lee**
Jimmy Reed	**Parkes Jones**
Sid Gray	**Don Lykes**

THE STORY

HOPING to make his fortune in America, Sandy Kildaye, a bright-eyed Scotch youth stows himself away on an ocean liner and steams abroad. He is discovered and haled before the indignant Captain. Among the passengers who witnessed his disgrace, is pretty Ruth Nelson, a wealthy Kentucky girl. She smiles encouragingly at him and throws him an orange. With Ricks Wilson, a doubtful character, Sandy leaves the ship on her arrival in port, gets a fleeting glimpse of the girl who has so unaccountably stirred his heart strings, and begins his career peddling soap and microscopes with Ricks.

One day, Ricks suggests that they go to Kentucky where some races in which Ricks is interested are to be pulled off. Always dreaming of Ruth, Sandy readily consents and on their arrival in the Blue Grass state, Sandy begins his search for the girl. He becomes a protege of old Judge Hollis and at the end of three years, discovers Ruth at a County Fair. She has just returned home from school and at once recognizes the former stowaway. They are conversing when Ricks arrives at the race course to drive a blooded colt belonging to Carter Nelson, a brother of Ruth's and who is madly in love with coquettish Annette Fenton. Carter is dissipated and of a bellicose nature.

At the race, Ricks messes things up by crashing into the sulky of another contestant, whereupon Judge Hollis causes his arrest. Ricks threatens to kill the Judge, who pays no attention to the circumstance. Meanwhile, Sandy has poured out his heart to Ruth, but she is too proud to admit that he is more to her than a mere acquaintance. Judge Hollis announces his intention to adopt Sandy and send him to school. Sandy starts for the junction to take a train, and he observes a carriage in which Annette and Carter are eloping. Annette rues her bargain and Sandy, who had crept up behind the carriage, intervenes. He takes Annette back to town in the carriage and Carter disappears.

On the road, Sandy and Annette meet Ricks and they later learn that he had broken jail and that Judge Hollis had been shot. When Aunt Melvy shows Sandy a revolver she had found at the scene of the shooting, he recognizes it as the property of Carter. Investigation proves that Ricks could not have committed the crime, and torn by the desire to bring the criminal to justice, and to shield him on account of his love for Carter's sister, he is in a quandary. He later finds Carter unconscious in the roadway, bears him home and joins a posse in search of Ricks.

The posse traps Ricks in a barn and the mob is about to set fire to it, when Sandy proclaims the man's innocence. Ricks escapes in the excitement, whereupon Sandy is arrested for resisting officers in the discharge of their duty. Ruth comes to him in jail with the news that her brother is dead. His release follows and Ruth smilingly intimates to him that she is prepared to hear once again the avowal he had made, and which at the time she had failed to hear in its entirety. Aunt Melvy reads astutely the language of the tea leaves which tell her that there will be a wedding soon in the Nelson mansion and all ends happily.

in House Organ or for General Press Publicity

A Paramount

[illegible] PICKFORD IS [illegible]EEN AS SCOTCH LAD IN NEWEST PHOTOPLAY

[illegible]g Young Paramount Star Has Excel[illegible] Role in "Sandy," a Picturization of Alice Hegan Rice's Novel

"SANDY"

THE CAST

[illegible]	Jack Pickford
[illegible]	Louise Huff
[illegible]e Hollis	James Neill
[illegible]	Edythe Chapman
[illegible]	C. H. Geldart
[illegible]ette Fenton	Julia Faye
[illegible]	Louise Hutchinson
[illegible]	George Beranger
[illegible]	Raymond Hatton
[illegible]t Melvy	Jennie Lee
[illegible]my Reed	Parkes Jones
[illegible]	Don Lykes

THE STORY

[illegible]NG to make his fortune in America, Sandy [illegible]aye, a bright-eyed Scotch youth stows him [illegible] an ocean liner and steams abroad. He is [illegible] and haled before the indignant Captain. [illegible] the passengers who witnessed his disgrace, [illegible]re [illegible] Ruth Nelson, [illegible] wealthy Kentucky girl. [illegible] smiles encouragingly at him and throws him [illegible] With Ricks Wilson, a doubtful char[illegible] Sandy leaves the ship on her arrival in port, [illegible] fleeting glimpse of the girl who has so un[illegible] stirred his heart strings, and begins his [illegible]ddling soap and microscopes with Ricks.

[illegible], Ricks suggests that they go to Kentucky [illegible] races in which Ricks is interested are [illegible] off. Always dreaming of Ruth, Sandy [illegible]sents and on their arrival in the Blue [illegible]e, Sandy begins his search for the girl. [illegible] a protege of old Judge Hollis and at [illegible], discovers Ruth at a County [illegible] returned home from school and [illegible] the former [illegible]way. They are conversing when Ricks arrives at the race course to drive a blooded colt belonging to Carter Nelson, a brother of Ruth's and who is madly in love with coquettish Annette [illegible]. Carter is dissipated and of a bellicose nature.

At the race, Ricks messes things up by crashing into the sulky of another contestant. [illegible] Judge Hollis [illegible] his arrest. Ricks threatens to kill the Judge, who pays no attention to the circumstance. Meanwhile, Sandy has poured out his heart to Ruth, but she is too proud to admit that he is more to her than a mere acquaintance. Judge Hollis announces his intention to adopt Sandy and send him to school. Sandy starts for the junction to take a train, and he observes a carriage in which Annette and Carter are eloping. Annette rues her bargain and Sandy, who had crept up behind the carriage, intervenes. He takes Annette back to town in the carriage and Carter disappears.

On the road, Sandy and Annette meet Ricks and they later learn that he had broken jail and that Judge Hollis had been shot. When Aunt Melvy shows Sandy a revolver she had found at the scene of the shooting, he recognizes it as the property of Carter. Investigation proves that Ricks could not have committed the crime, and torn by the desire to bring the criminal to justice, and to shield him on account of his love for Carter's sister, he is in a quandary. He later finds Carter unconscious in the roadway, bears him home and joins a posse in search of Ricks.

The posse traps Ricks in a barn and the mob is about to set fire to it, when Sandy proclaims the man's innocence. Ricks escapes in the excitement, whereupon Sandy is arrested for resisting officers in the discharge of their duty. Ruth comes to him in jail with the news that her brother is dead. His release follows and Ruth smilingly intimates to him that she is prepared to hear once again the avowal he had made, and which at the time she had failed to hear in its entirety. Aunt Melvy reads astutely the language of the tea leaves which tell her that there will be a wedding soon in the Nelson mansion and all ends happily.

PRESS REVIEW

To be Sent to the Newspapers Immediately After First Showing of "Sandy"

A Paramount Picture

JACK PICKFORD MAKES HIT IN "SANDY," HIS LATEST PHOTOPLAY

Delightful Story of Scotch Lad Who Goes to Kentucky, Becomes Rich Man's Protege and Wins Girl's Love

ACCORDED a most cordial reception by an audience that taxed the capacity of the playhouse, the Paramount picture "Sandy," starring Jack Pickford and Louise Huff, had its premier in..... .....at the .....Theatre yesterday. The photoplay, based upon the successful novel by Alice Hegan Rice, was one of the most artistic seen at this theatre this season, and the popular indorsement of both picture and stars was most emphatic.

This production affords Jack Pickford another such delightful role as those with which his name is associated and which have contributed to make him famous in his field. He is shown as Sandy, a Scotch lad, gritty and resourceful, who comes to this country as a stowaway in search of his fortune. He finds the girl of his choice on the steamship and loves her when, after being haled from his hiding place, he is in disgrace, she throws him an orange and smiles sympathetically upon him.

Of course, he meets a rascally chap who wins his good graces and on their arrival in New York, Sandy and his pal begin peddling microscopes and sundry toilette articles, while Ruth, whom Sandy ardently loves, returns to her home in Kentucky. Naturally, Sandy's thoughts stray toward the Blue Grass state and when his friend resolves to go to Kentucky to play the races, Sandy gleefully accompanies him.

But three years elapse before Sandy meets the lassie who has his heart in her keeping. While she is finishing her studies, Sandy is attending strictly to business and he becomes the adopted son of a Judge. Ruth has a dissipated brother who causes her much anxiety and his escapades are the means of introducing numerous dramatic thrills in the story, in which, of course, Sandy and Ruth are the central figures. Sandy is arrested for resisting the officers of the law when an attempt is made to burn alive a man accused of murder and whom Sandy knows is innocent, but finally order comes out of chaos and all ends happily.

The picture has been well directed and photographed and the various roles are interpreted by players who appreciate their art and who painstakingly contribute their best efforts to making the picture an artistic treat. "Sandy" is a photoplay of those absorbing qualities which make it essentially one which can be viewed again and again with increasing delight.

Jack Pickford and Louise Huff may truthfully be said to be the leading exponents in films of the youthful characters of our best American novelists. They have made recent successes in more modern books than "Sandy," particularly in novels by Gene Stratton Porter, Owen Johnson and Booth Tarkington. But Alice Hegan Rice's "Sandy" will always live in the hearts of American readers. No more fortunate vehicle could have been selected for the final appearance of Mr. Pickford during the remaining period of the war, he having enlisted in the United States Naval Service.

Supporting them is a "typical Lasky cast,,' an expression which has already stood for something worthy in the cinema world. Among them are Raymond Hatton, James Neill, C. H. Geldart, George Beranger, Julia Faye, Edythe Chapman and Jennie Lee.

PICKFORD MAKES HIT IN "SANDY," HIS LATEST PHOTOPLAY

[illegible]ural Story of Scotch Lad Who Goes to Kentucky, Is [illegible] a Rich Man's Protege and Wins Girl's Love

[illegible]CORDED a most cordial reception by an au-[illegible]dience that taxed the capacity of the playhouse, [illegible] Paramount picture "Sandy," starring Jack [illegible]on and Louise Huff, and its premier in [illegible] at the [illegible] Theatre yesterday [illegible]

[illegible]day, based upon the successful [illegible]gan Rice, was one of the most artistic [illegible] pictures this season, and the pop[illegible] audiences [illegible] both picture and stars was most enthusiastic. [illegible] production affords Jack Pickford another [illegible] delightful role [illegible] those with which his [illegible] scored and which have contributed [illegible] many [illegible] in his field. He is shown as a [illegible] lad gritty and resourceful [illegible] who comes to [illegible] country as a stowaway in search of [illegible] [illegible] his the grit of his [illegible] in the [illegible] and loses her [illegible] being [illegible] [illegible] he is in [illegible] [illegible] and smiles sympathetically upon [illegible]

[illegible] makes a rascally [illegible] who [illegible] [illegible] places and on their arrival in New York [illegible] [illegible] pal begin pedaling [illegible] [illegible] [illegible] pride, while Ruth, whom Sandy [illegible] [illegible] returns to her home in Kentucky. [illegible] Sandy thoughts stray toward the film [illegible] [illegible] his friend [illegible] [illegible] Sandy [illegible] [illegible]

ADVANCE PUBLICITY

To be Sent to the Newspapers Daily for a Week in Advance of the Showing of "Sandy" a Paramount Picture

ALICE HEGAN RICE'S NOVEL "SANDY" PROVES EXCELLENT PHOTOPLAY

Jack Pickford and Louise Huff Have Charming Roles in this Splendid Picture Depicting Life in Old Kentucky

ALICE HEGAN RICE, among prominent American novelists, probably stands as one of the foremost of those who have delineated in fascinating stories that particular type of American life which centers intimately about families in small communities. She has written five books which are particularly known by the public, these being "Mrs. Wiggs of the Cabbage Patch," "Lovey Mary," "Sandy," "Captain June" and "Mr. Opp," most of which were serialized by the Century Company.

"Sandy," which was published in 1905, has now been adapted for the films and will be shown at the .....Theatre next..... It should prove, as many film productions have already demonstrated, that artistic and successful screen productions can be made from thoroughly clean and delightful stories of American life. "Sandy" has a particularly charming group of characters and a location loved at the outset. It is Kentucky, and the people of the story are the most charming of Kentuckians.

Ruth Nelson and Annette Fenton are charming young Southern girls. Sandy drifts into the community—a Scotch immigrant. Judge Hollis, Dr. Fenton and the others are likable characters, artistically painted by Alice Hegan Rice.

Jack Pickford will be seen in the film version as Sandy and Louise Huff will portray Ruth Nelson. These two stars of the Paramount have already offered some of the best co-starring productions taken from successful novels of American youthful life. It goes without saying that the combination of one of Mrs. Rice's best books and these popular young film players has been especially well chosen. The picture was produced by the Lasky company under the direction of George Melford. The fine book suffers not at all through Miss Edith Kennedy's scenario.

JACK PICKKFORD IS SCOTCH LAD IN NEW PHOTOPLAY "SANDY"

Talented Paramount Star Has Congenial Role in His Newest Screen Vehicle Based on Popular Novel

SUPPORTED by dainty Louise Huff, Jack Pickford, the popular screen star, will be seen in his new Paramount photoplay 'Sandy," which is to be presented at the.....Theatre, next ..... The production is said to be one of the best in which young Pickford ever has appeared and Manager..... is arranging to make this an epochal event at his house.

The story is based upon the novel by Alice Hegan Rice which was one of the "best sellers" several seasons ago. It has to do with the fortunes of a young Scotch emigrant who stows himself away in the hold of a steamship and comes to this country. He meets a dainty blue grass belle on shipboard and later follows her to Kentucky. She has a dissipated brother who causes a lot of trouble and Sandy, cast into a new and loftier environment, develops manly traits which enable him to fight his own battles successfully and ultimately to win the girl his heart has chosen for his mate.

The photoplay is filled with thrills and abundant comedy, and on the whole maintains a high standard of artistic excellence. The cast is a notable one and conspicuous among the support other than Louise Huff, are Raymond Hatton and James Neill, both screen players of the highest repute. Those who have seen Jack Pickford in "Tom Sawyer," "Huck and Tom" and "The Spirit of '17" will be more than anxious to see him in this, his latest and perhaps most effective photoplay.

NEW JACK PICKFORD PHOTOPLAY IS BASED ON POPULAR NOVEL

Story Based Upon Alice Hegan Rice's Fine Book Published in 1905 and Which Won Instant Success

THE new Paramount photoplay "Sandy," starring Jack Pickford and Louise Huff, which is to be presented by Manager.....at the. ....

(Continued on Page 11)

HEGAN RICE'S NOVEL "SANDY" PROVES EXCELLENT PHOTOPLAY

[illegible]ford and Louise Huff Have Charming Roles in this Splendid Picture Depicting Life in Old Kentucky

LICE HEGAN RICE, among prominent American novelists, probably stands as one of [illegible]remo[illegible] of those who have delineated in fa[illegible] g[illegible]otlines that particular type of American [illegible]mers intimately about families in small [illegible]nities. She has written five books which [illegible]lar[illegible] known by the public, these being "Mrs [illegible]s of the Cabbage Patch," "Lovey Mary," [illegible]y," "Captain Jane" and "Mr. Opp," most of [illegible] were serialized by the Century Company. [illegible]dy," which was published in 1905, has now [illegible]ted for the films and will be shown at the [illegible] Theatre next.... It should [illegible] s many film productions have already dem[illegible] that artistic and successful screen produc[illegible] be made from thoroughly clean and de[illegible] stories of American life. "Sandy" has a [illegible]tly charming group of characters and a lo[illegible] loved at the outset. It is Kentucky, and the [illegible] of the story are the most charming of Ken[illegible]

[illegible]elson and Antonio Moreno are charming [illegible] Southern girls. Sandy drifts into the com[illegible] a Scotch immigrant, Judge Hollis. Dr [illegible] e or the others are likable characters, artis[illegible] pictured by Alice Hegan Rice.

[illegible]rd will be seen in the film version as [illegible]d Louise Huff will portray Ruth Nelson. [illegible] stars of Paramount have already of[illegible] of the best co-starring productions taken [illegible]ful novels of American youthful life. [illegible]out saying that the combination of one [illegible] Rice's best books and three popular young [illegible]ers has [illegible] especially well chosen. The [illegible] by the Lasky company under [illegible] Melford. The film book

JACK PICKFORD IS SCOTCH LAD IN NEW HOTOPLAY "SANDY"

Talented Paramount Star Has Convenient Role in His Newest [illegible] in Popular [illegible]

S[illegible] for [illegible] will be seen in the new Paramount [illegible] presented [illegible] The next [illegible] the best in which [illegible] Hektford [illegible] and Manager. [illegible] arranging to make this an special event at the house.

The story is based [illegible] the novel by Alice Hegan Rice which was one of the "best sellers" [illegible] seasons ago. It has to do with [illegible] of a young Scotch emigrant [illegible] the hold of a mountain and [illegible] [illegible] meets [illegible] a blackboard and later follows [illegible] discharged brother who [illegible] Sandy, who [illegible] and father [illegible] which enable [illegible] successfully [illegible] girl to be [illegible] chosen for his mate.

The [illegible] is filled with humor and abundant comedy, and on the whole [illegible] a [illegible] dard of artistic [illegible] The [illegible] notable [illegible] are conspicuous [illegible] other [illegible] Louise Huff, [illegible] and James Neill, both screen players [illegible] Those who have seen [illegible] "Tom [illegible] Jr.," "Hit and Run" and [illegible] will be more than anxious [illegible] and perhaps most effective character [illegible]

NEW JACK PICKFORD PHOTOPLAY IS SENT [illegible]

Story Based Upon Alice Hegan Rice's Famous Book Published in 1905 and Which Won Instant Success

THE [illegible] Paramount photoplay "Sandy," starring Jack Pickford and [illegible] Huff, which is to be presented by Manager [illegible] at the [illegible]

Continued on Page [illegible]

(Continued from Page 9)

Theatre next....., is a picturization of Alice Hegan Rice's book of the same name which was published in 1905 and which attained a popularity little inferior to that achieved by "Mrs. Wiggs of the Cabbage Patch" by the same author.

In the picturization of the story, none of its beauty or interest has been sacrificed. With Kentucky for their background, the scenes of "Sandy" have unusual charm. Sandy is a Scotch boy who comes to this country as a stowaway and when on the steamship he meets Ruth Nelson and loses his heart to her through her kindness and sympathy. He follows her to Kentucky where he meets with exciting adventures, and without revealing the denouement of the story, it is sufficient to say that Sandy wins Ruth after a series of exciting incidents that thrill and hold the interest to the last scene. The support is exceptionally fine throughout.

WITH JACK PICKFORD "SANDY" IS A CHARMING PHOTOPLAY OF KENTUCKY

Picturization of Alice Hegan Rice's Popular Novel Affords Talented Paramount Star With Fine Acting Opportunities

JACK PICKFORD'S newest Paramount picture, "Sandy," will be presented at the.....Theatre next..... This is a story of life in Kentucky and it has to do with the fortunes of Sandy, a young Scotch immigrant and Ruth Nelson, a charming Blue Grass belle. The picture is based upon the successful novel of the same name by Alice Hegan Rice, the scenario having been written by Miss Edith M. Kennedy and the production directed by George Melford.

Few pictures in which Jack Pickford and Louise Huff have appeared, have afforded either with more abundant opportunities in which to display their diversified talents. The action is dramatic and the scenes have that tense quality which thrills old and young alike. The quaint roles needed to unfold the story are interpreted by clever screen players and under the direction of George Melford the portrayals are distinctly individual and artistic.

JACK PICKFORD AND LOUISE HUFF IN "SANDY"

Both Are Well Cast in This Powerful Picture of Life in Kentucky

APPEARING in their latest Paramount picture, "Sandy," Jack Pickford and charming Louise Huff will be highly popular attractions at the..... .....Theatre. This is a splendid story of life in Kentucky and every scene is redolent of the aroma of fresh cut blue grass in days reminiscent of those when chivalry ruled. Sandy is a cheerful, brave Scotch lad, who follows the girl of his dreams to her ancestral home where, after a series of thrilling adventures he makes her his bride. How this is accomplished, is a matter that will interest the old and young alike, and curiosity is satisfied only by seeing the picture. Manager..... makes the assurance that there is not a dull moment in the picture and he has made arrangements to handle record-breaking crowds.

Noted Aviator In "Sandy"

GEORGE BERANGER, who was formerly a D. W. Griffith player, and who was recently discharged from the Canadian Royal Flying Corps at Toronto on account of severe illness, recuperated in California before attempting to re-enter the air service and he will be seen in the Jack Pickford and Louise Huff production of "Sandy," which is to be shown at the.....Theatre next..... Mr. Beranger was secured to play the role of Carter Nelson in the picture, which has been adapted for the screen by Miss Edith Kennedy, and which the Lasky company produced under the direction of George H. Melford.

"Sandy" a Superb Picture

THE Paramount picturization of Alice Hegan Rice's delightful story of Kentucky life, "Sandy," featuring Jack Pickford and Louise Huff, will be the principal attraction at the ..... Theatre tomorrow, and the interest already manifested in the presentation seems to insure enormous business at Manager..... house. The story has to do with Sandy, a Scotch boy who comes to this country as a stowaway in search of his for-

(Continued on Page 13)

[illegible] distinction [illegible]
[illegible] the same name, which
[illegible] and which attained a popu-
[illegible] for in that achieved by "Mrs. Wiggs
[illegible] the Patch" by the same author.
[illegible] a picturization of the story, none of its beauty
[illegible] has been sacrificed. [illegible] with Kentucky for
[illegible] of the scenes of "Sandy" have an
[illegible] "Sandy" is a Scotch boy who is to come to
[illegible] country as a stowaway and who on the steam-
[illegible] he meets Ruth Nelson and loses his heart to
[illegible] through her kindness and sympathy. He follows
[illegible] Kentucky, where he meets with exciting and
[illegible] and without exceeding the denouement, it
[illegible] is sufficient to say that Sandy wins Ruth
[illegible] series of exciting incidents that thrill and
[illegible] interest to the last scene. The sp[illegible] is
[illegible] generally fine throughout.

TH JACK PICKFORD "SANDY" IS A CHARMING PHOTOPLAY OF KENTUCKY

[illegible]ization of Alice Hegan Rice's Popular Novel Affords Talented Paramount Star With Fine Acting Opportunities

[illegible] Paramount picture, "Sandy," will be presented [illegible] This is a [illegible] and it has to do with the romance [illegible] Scotch immigrant [illegible] in Kentucky. Jane Grass [illegible] The picture [illegible] upon the successful [illegible] of the same name. [illegible] Kirkwood and [illegible] Ferdinand M. Rennold [illegible] directed by George Melford.

[illegible] in which Jack Pickford and [illegible] have [illegible] with more [illegible] in which to display their di[illegible]. The action is dramatic and the [illegible] quality which thrills old and [illegible] young [illegible] to interest the [illegible] supported by clever screen players and [illegible] direction of George Melford the pro[illegible] "Sandy" [illegible].

[illegible] Pickford [illegible] Sandy, [illegible] Ruth Nelson [illegible] Sandy's [illegible] Mrs. Wiggs [illegible] Mrs. Wiggs [illegible] Mrs. Wiggs

(Continued from Page 11)

tune and which he succeeds in finding after many strenuous adventures in Kentucky. An exceptionally fine cast of players was provided for the production by Director George Melford.

Two Notable Players

JAMES NEILL and Edythe Chapman, two versatile members of the Lasky Stock Company, who are in real life, husband and wife, will be seen as husband and wife in the forthcoming Paramount production of "Sandy," which stars Jack Pickford and Louise Huff, at the..... Theatre next ..... Mr. and Mrs. Neill, who are greatly loved and admired by their associates of the stage and screen, will appear in the delightful roles of Judge and Mrs. Hollis, two charming people of a little Kentucky town where the main action of "Sandy" takes place.

Two Stars in "Sandy"

THOSE popular cinema favorites, Jack Pickford and Louise Huff, will be seen in "Sandy," the latest Paramount photoplay, at the ..... Theatre, next..... This is a charming story of life in Kentucky, with Sandy, a Scotch lad, as the hero, and Ruth Nelson, a dainty Blue Grass heiress, as his vis-a-vis. The action is filled with thrills and delightful comedy, of which, it need not be said, either Jack Pickford or Miss Huff have failed to take the fullest advantage. The play is based upon the famous novel of the same name by Alice Hegan Rice, which achieved great success on its publication some twelve years ago. The scenario was written by Miss Edith M. Kennedy and the production was directed by George Melford.

ADVERTISING CAMPAIGN

Suggested for the Exploitation of "SANDY"

A Paramount Picture

LOBBY DISPLAY "Sandy" being the story of a boy who leaves his home in Scotland to win his fortune in America and who finally drifts to Kentucky where he has much to do with thoroughbred horses, the cut-out figure of a jockey might be used, or a horse or sulky employed, with a sign lettered as follows:

"SANDY" KILDAY, A STOWAWAY, WENT TO KENTUCKY AND WON A WIFE AND FORTUNE. "SANDY" WILL TELL ALL ABOUT IT AT THE..... THEATRE NEXT.....

WINDOW DISPLAY As "Sandy" is a picturization of Alice Hegan Rice's popular novel, arrangements may be made with local book dealers to make special displays of Alice Hegan Rice's books, displaying at the same time cut outs of Jack Pickford and Louise Huff. The following card might be used in connection with the book display:—

"SANDY" IS THE ABSORBING STORY OF A GRITTY BOY WHO WINS LOVE AND FORTUNE BY THE SHEER FORCE OF PERSISTANCE INHERITED FROM HIS SCOTCH ANCESTORS. READ THE BOOK, THEN SEE THE PICTURE AT THE.....THEATRE NEXT .....*Don't miss it!"*

CAR CARDS Have your lobby display photographed and place the photographs in cars or other public conveyances, linking up with the theatre by attaching thereto a card reading as follows:

"GRIT AND ENERGY GO FOR SUCCESS IN LIFE. HOW THESE QUALITIES SERVED SANDY KILDAY WILL BE SHOWN AT THE ..... THEATRE, NEXT ....."

NEWSPAPER ADVERTISING By a reproduction of photographs of your lobby display, or of a Scotch bag-piper, and the judicious use of the production cuts shown elsewhere herein, attractive advertising displays may be secured. The reproduction of the window display of the leading book merchant, not forgetting to give him due credit, also may be effectively employed. Emphasize the following points in display advertising:—

"HOW SANDY KILDAY SAVED THE LIFE OF A FRIEND AT THE RISK OF HIS OWN, IS SHOWN AT THE.....THEATRE ON....."

"IF YOU WANT TO SEE PRETTY BLUE GRASS BELLES AND GET A WHIFF OF KENTUCKY PEACH BLOSSOMS, SEE "SANDY" AT.....THEATRE ON....."

STREET ADVERTISING Have two or three boys dressed as jockeys, or a bag-piper in full Scotch costume parade the streets with signs reading:—

"SANDY'S A BONNY LAD, AND HE'LL BE GLAD TO SEE YOU AT THE ..... THEATRE, NEXT....., AN' SHOW YE HOW HE WON THE FAIR LASS OF HIS HEART."

Letter Suggested for the Exploitation of "Sandy"

Paramount Theatre

200 MAINE AVE.
EDGEWOOD ILL.
TEL. EDGEWOOD 5291

Dear Madam:—

World famed for its beautiful women, its thoroughbred horses, and real Southern chivalrous men and women, not to speak of the inimitable amber-colored liquor which the gentlemen of that state prefer to drink undiluted, Kentucky is the scene of the newest Paramount picture, "Sandy", starring Jack Pickford and Louise Huff, which is to be displayed at the ..... Theatre, next .....

Sandy is a fair-haired Scotch youth who goes to Kentucky in search of fortune and after his inborn grit and persistency have been severely tested, finds it, and very much to his liking. The scenario, prepared by Miss Edith M. Kennedy, is based upon the popular novel by Alice Hegan Rice, author of "Mrs. Wiggs of the Cabbage Patch" and other famous stories. The dramatic incidents of the narrative, its wholesome good humor and inexpressible charm, have been faithfully translated to the screen in this production.

We sincerely believe that the presentation of this picture will afford our clientele unalloyed pleasure, and that you will avail yourself of this opportunity to see one of the most artistic productions of the season.

Yours sincerely,

_____

Manager.

If Letter will not serve, use one of the Post Cards on opposite page

MAIL CAMPAIGN

Post Cards Suggested for the Exploitation of "Sandy"

ADVANCE POST CARD No. 1

TO BE SENT 9 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

Starring Jack Pickford, the popular Paramount actor and featuring Louise Huff, "Sandy", a charming story of Kentucky, will be presented at the ..... Theatre, on ..... next.

The picture is a delightful one and is in every respect worthy of your favorable regard.

Yours sincerely,

Manager _____

ADVANCE POST CARD No. 2

TO BE SENT 6 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

The superb Paramount picture, "Sandy", starring Jack Pickford and dainty Louise Huff, and presenting a notable list of supporting players, will be shown at the ..... Theatre, today (.....). It will be a source of pleasure to us to see you there and to be afforded the opportunity of extending to you every courtesy at our command.

Yours sincerely,

Manager _____

ADVANCE POST CARD No. 3

TO BE SENT TO ARRIVE ON DATE OF SHOWING

DATE _____

DEAR MADAM:

We are pleased to announce that Jack Pickford and Louise Huff will be the principals in the new Paramount picture, "Sandy", which will be the leading feature of an excellent bill at the ..... Theatre, next .....

It is safe to predict that the forthcoming presentation will be one that will rouse great public interest.

Yours sincerely,

Manager _____

Exhibitors will be wise to mail at least one of these Postals to their patron

Ad Cuts and Mats That Can Build Business for You

"FOREMOST STARS IN CLEAN PICTURES"

PARAMOUNT THEATRE

MONDAY, TUESDAY AND WEDNESDAY

Jesse L. Lasky *presents*

JACK PICKFORD *and* LOUISE HUFF

in "Sandy"

A Paramount Picture

Enjoy the Sport of Kings

"They're off!"

What a magic thrill there is in the words!

You can almost hear the clang of the starter's bell and the thunder of thoroughbreds' hoofs in

The Home of Fair Women and Fast Horses

when you see this picture.

You will like this romantic story of the Sunny South. Its swiftly moving events and its smart love theme will make you wish it would last forever.

Don't Foreget—Mon., Tues. and Wed.

THIS is bull's-eye advertising. It gives all the information that your people want to know and it gives it without wasting their time or your space.

It gives the name of the stars, the name of the picture, the name of your theatre, the date of showing, a brief outline of the story, and it tells your people that it is "A Paramount Picture."

That means a lot to them. They are being taught in all the great magazines of national circulation that "A Paramount Picture" means a really great picture and they are responding to the teaching by liberally patronizing those exhibitors who advertise that they show "A Paramount Picture."

"AT YOUR SERVICE"

Paramount Theatre

Monday Tuesday & Wednesday

Jesse L. Lasky *presents*

JACK PICKFORD *and* LOUISE HUFF

in "Sandy"

A Paramount Picture

COME! Take a trip to the land of Blue Grass. The home of fair women and fast horses is calling you to come.

Let "Sandy" show you the paddock, the ring, and the thoroughbreds of "Old Kentuck' ".

Surroundings fit for a king—and a love story that'll bring joy to your heart.

"FOREMOST STARS, SUPERBLY DIRECTED, IN CLEAN MOTION PICTURES"

PARAMOUNT THEATRE

Monday, Tuesday and Wednesday

Jesse L. Lasky *presents*

JACK PICKFORD *and* LOUISE HUFF

in "Sandy"

A Paramount Picture

You Can Almost Smell the Blue Grass of Kentucky

OH, come! Let's make it vacation time! The tang of new-mown hay and the thrill that comes at the sight of a thoroughbred straining at the bit are yours for a short trip—just around the corner.

IT'LL do your heart good to see this wonderful picture. A horse-race, a smash-up, a lively "scrap" to save a girl—

Why! There's everything in this picture to make you glad you came.

DON'T FORGET—MONDAY, TUESDAY & WEDNESDAY

EXHIBITORS ACCESSORIES

FOR THE EXPLOITATION OF

"SANDY"

A Paramount Picture

OBTAINABLE

AT YOUR EXCHANGE

Paper

Two one-sheets
Two three-sheets
One six-sheets

Photos

8 8x10 black and white
8 11x14 sepia
1 22x28 sepia
8x10 photos of star
1 22-28 sepia of star

Cuts and Mats on Production

Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of Star

Five one-column
Three two-column
Two three-column

Series of Advertising layouts:

Mats

Slides

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